How to write a media release?

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University of Oulu announces the information concerning all thesis defenses in public webpages (oulu.fi) and in intranet Patio.

Information will be sent to newspaper Kaleva and depending of the subject, distributed via social media channels and to the media in the form of press release.

Doctoral candidates are requested to complete the Doctoral Defense Registration Form, to be sent to the Communications Office of the University, no later than 14 days before the public defense of the doctoral thesis:

https://www.oulu.fi/yliopisto/node/add/thesis

A photograph of the candidate can be submitted to the Communications Office (viestinta@oulu.fi) also 14 days before the doctoral defense. This is optional.
I’m a researcher. Why should I communicate?

- To gain visibility to your research and to you as a scientist and also to UniOulu
- Enhances your scientific career.
- Enables new contacts.
- Strengthens the connection between science and community.
- Brings out the research findings in return for the funding received.
- Helps to attract more research funding.
- Attracts the interest of young people to scientific field and in recruiting students.
How to raise media interest?

- New or exceptional information = capacity to surprise
- New point of view or information on a topical issue of debate or phenomenon = topicality
- Topic applies to a fairly large section of the people and/or has clear social, economic, or other significance = importance and significance
- The topic is familiar, has human interest, and includes (also contradictory) emotions and attitudes = interest
- Bonus: the topic or idea includes visually interesting (live) pictures.
Press release structure

Scientific article:
Background
Material and methods
Results
Discussion

Press Release:
Results (+Discussion)
Material and methods
Background
Contact information
Serve the dessert first!
Heading

What is your key message?

- The most important part of the release
- Attracts to read forward
- Doesn’t tell everything
- Tells the news: the most important / interesting result or detail
- A Good heading
  - doesn’t promise too much
  - easy to understand
  - gripping / surprising
Lead paragraph

- Key facts that make news important
- The most important points should be addressed in the first few sentences
- Introductory paragraph sums up the entire story in one or two sentences

Many men carrying breast cancer gene are left without support

A new doctoral dissertation shows that many men carrying hereditary breast cancer gene feel that necessary support is not available to them. Despite an increased cancer risk, there is no consistent preventive cancer screening organised for these men.
Heading
A short introduction paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Quis aute iure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Subheading if needed
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Contact information
Links

Goes deeper:
- Relevant details and facts
- Includes statistics
- Includes quotes
- Background and explanations
- Additional comments

- Limit the release to one page or 2000 characters (with spaces)
- Use subheadings if needed
- Provide access to additional information: relevant links?

- Contact information !! Be available 😊
- Edit the text to make it clear and concise
- Keep your text simple
- Use general language
- Avoid passive, use active verbs
- Avoid brackets and abbreviations
- Avoid scientific terms
- Read the text aloud
- Ask comments from your friend or relative who is not familiar with the subject
University of Oulu @UniOulu · 24. helmik.
Adverse events related to medications cause up to one in four geriatric emergency visits to specialized medical care. Also, one in five patients treated in hospitals suffer an adverse drug event during the hospitalisation period. #thesis #UniOulu

Up to one in four geriatric emergency visits to special...
Adverse drug events include both adverse drug reactions and medication errors occurring in the ...

zoom

University of Oulu @UniOulu · 20. maalisk.
Vastaavuudesta KIVilla:
Klo 14.30: Yleisurheilun rikkautta ja liikunnan seuraamisen tarvetta.

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Need help?
Contact: viestinta@oulu.fi

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• Faculty of Technology
Thank you!
Good luck to your doctoral thesis defense!