**PRESS RELEASES**
Typical information required for publicity outputs on - AWARDS, PRIZES, NEW FUNDING, CONFERENCES, NEW RESEARCH, EVENTS AND LECTURES ETC . & TO MAKE WEBSITE ENTRIES / PRESS RELEASES AND MARKETING OUTPUT please supply as much info as possible .

|  |
| --- |
| Full title and date of the Award/Event etc |
| Full name and merit of the Award body, Research, Conference title etc |
| Further information on topic can be found: /website url/contact name/details |
| 250 / 500 words approx, on; The award Organisation's merit/description/background. Say why the Event, Research, Conference, Funding or Award has merit or is of interest to: the Professional/General public/University/Architecture Department/students. (See media advice from Marketing ,below.) |
| For further information contact: (the Student’s year and contact details / Your position and contact details). |
| Have you supplied 1 headshot image file /a captioned img. of the Award being received?  |
| Have you supplied a minimum of 2 quality image files of the competition entry panels/ the project, at 72dpi or higher at actual size?  |
| Can you give an assurance that the material is yours/is approved by the author for replication and free distribution? |

*MEDIA ADVICE follows*

MEDIA ADVICE

**You are the experts!**

Are you on the University’s Media Directory?

If not, let Corporate Comms know. Give your areas of expertise and Marketing can make sure that the Press asks for your opinion on breaking news stories.

**Media advice for staff**

Do you have a story? I will distribute your stories to the Architectural and general press and forward to the University’s Communications Office.

We would like to hear from staff when:

* A student or member of staff has come up with something world-leading, innovative or creative or if they have won an award
* Your research will affect people's lives, journalists want stories that will interest their readers and sell newspapers
* Your research is of peer or HE sector interest
* The biggest, longest, first, oldest, newest, fastest always sells a story
* You are launching a new institute, course, etc note that-
if you can display the relevance to the man/woman in the street it will make a better story.