

Lost in Translation?

How to Write a Press Release

Communicate your research to journalists and the public in a way that is accurate, engaging, and newsworthy.

1

Essentials

- **Headline:** Clear, factual, compelling
- **Opening paragraph:** Your elevator pitch = Open with the core message in 2–3 sentences
- **Why it matters:** Connect research to current events or everyday life

2

Structure

- **Headline** – concise and engaging
- **Summary paragraph** – key message upfront
- **Research context** – what the study is about
- **Key findings** – short, factual, accessible
- **Relevance** – why the public should care
- **Quotes** – from researchers (avoid jargon)
- **Institutional details** – university, funding, collaborators
- **Contact information** – Press Office and lead researcher

3

Do's

- Use plain English
- Focus on one core message
- Keep it neutral
- Make it timely
- Highlight impact
- Aim for 400–600 words
- Share with the Press Office

Don'ts

- Don't use jargon
- Don't overclaim
- Don't include unnecessary methodology
- Don't ignore political sensitivities
- Don't respond to media enquiries without support

4

Working with the Press Office

- Press Office can draft releases for researchers
- Inform them about upcoming publications
- Ask for advice before interviews
- Share relevant world events
- Access media training

5

Why engage with the media?

- People want to understand what's happening
- Media coverage shapes public debate
- Demonstrates the impact of public funding
- Influences policy
- Builds academic profile

Press Office: exeter.ac.uk/departments/communication/communications/press/

Reputation Accelerator: exeter.ac.uk/staff/reputation-accelerator/

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