



## Tips for Successful Press Releases

- You should limit the content to a central topic and write a maximum of one page.
- You should only report on facts relevant to the content and formulate them objectively and precisely.
- You should name some concise facts and figures and explain their size and relevance with the help of clear comparisons.
- Please formulate in active language.
- Please provide complete personal data (first name, surname, function, most important title).

To make a press release more interesting and personal, you can include quotations. In addition, references to everyday life make the text more lively and can help to present abstract topics and complex circumstances in an understandable way. Please avoid unusual formulations and judgment. These are the responsibility of the media.

Avoid technical terms and write out abbreviations. If you cannot prevent the use of technical terms, explain them. You should not string too many facts and figures together, but limit the scope of the press release to the most important content and data relating to the topic.

[www.tu-braunschweig.de/presse](http://www.tu-braunschweig.de/presse)

### Did we spark your interest?

Please do not send your topics or press releases directly to editorial offices, but to us. Please inform us in advance, at the latest two weeks prior to the event.

Feel free to contact us: We are happy to advise you which topics are suitable for press releases or for our other channels and help you with the wording. Please send us information or your text suggestions. The more complete the information, the faster we can get the article off the ground.

### Contact

Dr. Elisabeth Hoffmann  
Head of Corporate Communication and Press Service  
Phone: +49 531 391-4122, [e.hoffmann@tu-braunschweig.de](mailto:e.hoffmann@tu-braunschweig.de)

Regina Eckhoff, Press Officer  
Phone: +49 531 391-4123, [r.eckhoff@tu-braunschweig.de](mailto:r.eckhoff@tu-braunschweig.de)

János Krüger, Science Editor  
Phone: +49 531 391-2160, [janos.krueger@tu-braunschweig.de](mailto:janos.krueger@tu-braunschweig.de)



# Press Releases

Communicating Science

## Get Active

The more comprehensible and the more interesting your formulation is, the higher is the chance that your press release will be selected for media coverage.

## Which Topics are Suitable?

Publishing a press release does not equal a printing guarantee. The editorial interest is mainly determined by the news value and the current relevance of your topic (see also our flyer »Journalism«).

- Research results are particularly fascinating if as many people as possible can benefit from them or if they contradict a previously widespread assumption.
- New research contracts, construction projects and other activities are relevant when they involve large sums of money, concern issues of general interest or bring about change.
- »Colourful« events can also be interesting (»Researchers use Lego Bricks to Build Models for the Wind Tunnel«).
- Personalia, organisational innovations, prizes and awards do not always end up into the newspaper. However, they may be interesting for our internal media (e.g. web magazine and newsletter).

Please inform us prior to sending us a text. We will advise you on whether the press release is the right instrument or whether there are other formats, such as our web magazine or our social media channels, that better transport your message.

## How is a Press Release Structured?

Press releases are brief reports on current events and topics. They should not be longer than one page and should contain certain important information.

- First, you should state the date and the name of the sending institution: »Technische Universität Braunschweig«.
- Above the text, there is a concise heading (max. 100 characters) and, if necessary, a sub-heading.
- The first paragraph (up to 700 characters) should answer the so-called W-questions: Who has found out / developed / done what? When, where and for what purpose did this happen? Why is it relevant for the public?
- The introduction to the topic is followed by the continuous text with further information, numbers and facts.
- At the end of the text write the contact information with address, telephone number, e-mail address and website.
- You should provide pictures and charts and formulate precise, meaningful captions.
- Please specify the sources as well as addresses of websites with further information, downloads or additional image material.
- If necessary, add a »Abbinde« (3 – 5 lines) to the text to classify the sender (»The Institute for ... is / deals with / stands for ...«).
- Please note the checklist for good science PR.  
[www.tu-braunschweig.de/Medien-DB/presse/flyer/wisspr.pdf](http://www.tu-braunschweig.de/Medien-DB/presse/flyer/wisspr.pdf)  
It is available in German only.

## Who Distributes Press Releases?

Press releases of the TU Braunschweig are sent exclusively by the Communications and Press Service. If you have an idea for an exciting press release, please send us your text.

- Your topics or drafts will be **edited** by us and completed after having consulted you.
- **Who will receive the press releases?** We distribute press releases to the media via e-mail and online platforms. Depending on the topic, we serve different distributors: local, regional, national or international. You can also provide us with contacts from the media, e.g. specialist publications.
- **Available online:** We post the press releases on the TU homepage, in our web magazine and, if necessary, in our social media channels.
- **For further enquiries:** Media representatives usually prefer to talk to you as an expert in person. Please keep in mind that you should be available the week after the press release has been distributed. If necessary, we will answer initial questions from the media and will be available as contact, if you cannot be reached directly.
- **Media resonance:** We monitor and archive the media coverage and send you the specimen copies via e-mail.