

## Press Release – PhD thesis and public defence Philosophiae doctor

<b>PhD candidate</b>	
<b>PhD programme</b>	
<b>Faculty</b>	
<b>Department</b>	
<b>Area of expertise</b>	
<b>Supervisors</b>	
<b>Date of public defence</b>	
<b>Title of thesis</b>	

A short summary goes here. Information about the candidate and the summary should not be longer than one page.

*We ask you to take your audience into account and think of the following:*

### **Start with conclusions and results!**

Journalists are trained “to cut from behind” and expect to find the most important things first. And the most important regarding press releases are what you have found out. If you wish to get publicity you must start where you would normally end: with the conclusions and the results. *Explain the consequences of your research, and if relevant, the practical implications of your work.*

### **Write simple!**

Read the summary out loud to a friend without knowledge of your research field. Avoid technical terminology and use everyday language if possible: “Better roughly right than precisely wrong”.

### **Write short!**

½ to 1 A4-page. “Long and difficult” equals the bottom of the paper basket at a news desk.

## Summary