**Press Release – PhD thesis and public defence**

**Philosophiae doctor**

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| **PhD candidate** |  |
| **PhD programme** |  |
| **Faculty and campus** |  |
| **Department** |  |
| **Area of expertise** |  |
| **Topic for the thesis (in Norwegian)** | What the doctoral work is about. Important for making the research known and comprehensible to the public. Try to write it in one sentence to a broader audience. Will be used at usn.no and information screen at campus. |
| **Topic for the thesis (in English)** | This sentence will be used on our English webpage. |
| **Opponents and administrator (including**  **associated institution)** |  |
| **Supervisors** |  |
| **Date of public defence** |  |
| **Start time for public defence** | Can be delivered later |
| **End time** | Can be delivered later |
| **Title of thesis** |  |
| **Link to digital participation** | Can be delivered later |
| **Contact person at USN** | If there is a contact person for practical information |

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. The most important things with regard to press releases are the things you have found out. If you wish to receive publicity, you must start where you would normally end – with your conclusions and results. *Explain the consequences of your research and, if relevant, the practical implications of your work*.

**Keep it simple!**

Read the summary out loud to a friend without any knowledge of your research field. Avoid technical terminology and use everyday language if possible: “Better roughly right than precisely wrong”. Norwegian speaking candidates must deliver the summery both in Norwegian and English.

**Keep it short!**

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| ½ to 1 page of A4. “Long and complicated” equals the bottom of the waste-paper basket at a news desk.  Do you need help with your press release? Please contact: [kommunikasjon@usn.no](mailto:kommunikasjon@usn.no) for assistance. Together with the summary, you must send **in a portrait photo**. It is possible to order a photoshoot - use the same link. |
| **Summary in English** |
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| **Summary in Norwegian (for Norwegian speaking candidates)** |
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