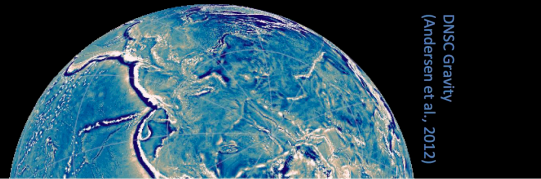


Template for a Press Release

EGU Geodynamics Blog - "Writing your own press release"
by Grace E. Shephard (CEED, Uni.Oslo)

[1] Cover image

- Find an enticing photo or schematic image
- Include short caption with appropriate attribution/link to the original source



[2] Insert your informative but catchy and concise Title.

[3] This is the Ingress. *Around 3-4 sentences which summarize the main finding(s) of the article, and in which journal and when it was published (include a hyperlink). Entices the reader to continue reading the below for more detail, no jargon. Could mention the (co-)author(s) and their institutions.*

[4] Main Text comes next. This could include approx. 3-5 relatively short paragraphs i.e. around 5 sentences each. Total length of the press release could be around 500-800 words. Mention key results, some background context, why the new results are important and what the broader implications are. Write in logical order – maybe reflecting the workflow or methodology.

Include subheadings to break it up, or frame it around questions if you like.

- Write in third person and use an active voice.
- Explain key technical terms and avoid jargon where possible.
- Mention other related collaborators and institutions.
- Optional: include a brief quote from a co-author involved or someone knowledgeable of topic. Or other related avenues of upcoming research.

The press release could be prepared in advance and timed with the article's publication or as soon thereafter (In Press or Published). Can be posted on own website/blog, university webpage, journal publisher's press office, or other popular science news outlets – contact your university's media office if you have one. Ask a co-author, colleague or friend to proof read.

[5] Figures:

- Aim for around 3 relevant figures or videos, include captions.
- Consider including photo of author/co-authors
- GIFs, videos, YouTube links etc can be easily embedded
- Keep in mind copyright/ attribution of figures

[6] Contact information: Include lead or corresponding author name and work email address.

[7] Publication details: Include full reference and link for the article.

[8] References or other helpful links:

- Reference list for the press release
- Mention funding sources and include funding or project logo or link