

Useful advice for In2Science Mentors

So your class has been working on a large project of some kind, or you have managed to get some inter-institutional collaboration going, sounds like you might like to put together a media release and chase some publicity!

The following information should help you put something together that can form a media release and give you some more communications experience along the way.

Useful tips:

1. Introduce yourself to Marketing/Media contact at your local campus (you may need to talk to your In2science coordinator to find out who this is).
2. Tell them who you are, the program you are from, and what you are currently doing (on the In2science placement). It is critical at this point that you work out exactly what the “story” is and that there will be good photo/footage opportunities for the media.
3. Use the In2science Media Release Template to write a draft (at larger/busier city campuses they will appreciate this) and seek feedback from the relevant people.
4. Make sure you involve the important stakeholders in your school and talk to your coordinator about using logos etc.
5. Finalise your media release.

Once everyone is happy with the media release, the media officer may just want to forward this onto regular contacts they have at media outlets. However, if you are able to ask if you can be the one to forward the media release on (as it’s your chance to add to your own contacts) then do so. If you choose this path you need to consider the following:

- In the email you send to the outlet, add interview/photo opportunity time(s) that suit all stakeholders.
- Be aware that print media like 12 noon – 3pm (for next day publishing) and TV prefer earlier, 8am – 12 noon (for nightly news).
- Including contact details at the bottom of the template, including a mobile number. This gives them the opportunity to call and work out exactly where and when etc. Be ready to explain what photos/footage they will be able to get.

EXPECT:

- That you and those you list quotes from will most likely be asked further questions
- To allow extra time for photos/footage
- You'll have to work to their (media) timetable.

Once anything is organised let your In2science Coordinator know so we can put something in our newsletter.

Before you do all this ensure you get the OK from your school, and your University Coordinator