COMMUNICATIONS NEWS FORM

What makes a news story?

**Pioneering** – research about to begin into an area not fully understood or explored / findings which shed new light on a topic for the first time / anything ground breaking, a world or UK first.

**Topical** – anything that fits with what’s happening in the news – research into people’s earnings or about house prices could get a good pick up in today’s current climate.

**Human interest** – does it affect people / touch their lives / are there social or economic implications. One of the important questions we in the communications team would ask is why does the man on the street care – what impact does your work have for the general member of the public?

**Money** – substantial research awards into interesting areas can be newsworthy

**Quirky** - difficult to define, but if it’s a little bit unusual, then we definitely want to hear it.

If you think you have a story to share, please fill in the below form and send it to the Communications office by emailing: **communications@abdn.ac.uk**

Name:

College / school:

Contact number:

Email address:

Brief outline of your story: (think: who, what, when, where, why and how)

What impact does / will this have?

Are you happy to be contacted by the media?