

Let's share your story!

The Faculty of Medicine & Dentistry has a communications team to help publicize your noteworthy research, discoveries and teaching innovations. Working together, we can craft a media release for possible distribution to relevant local, national and international media. Mainstream media may not be interested in all stories, but we also have various other platforms for storytelling including our website, social media channels, newsletters and Momentum, our faculty magazine.

Please provide a lay abstract of your paper with as much lead time as possible. Contact us when your manuscript is accepted so that we can have the story queued up in advance of publication/embargoes.

We can follow up in person/by phone/email to explore a “hook” and soundbites:

- How does your work relate to/affect the average citizen? What is the potential economic/social impact? Why should people care?
- How does your research uniquely position the University of Alberta in the province/country/world?
- What are the next steps for effecting change as a result of your research? What are the actions you recommend to be taken? What are some of the remaining unanswered questions?
- What was found? What does it mean? Why is it important?

What are the multi/social media options?

- Provide two to three full-colour high resolution photos and/or we can arrange a photoshoot.
- Do you have any video? An infographic? Another contact we could speak with?
- Are you on Twitter? What is your handle?

What are the language options?

- Do you speak any languages (other than English, particularly French) fluently enough to be interviewed?