

## Working with the media



The Press Office promotes the University, its staff, and their work to the wider public through the media.

**It is always useful for Researchers to have a basic understanding of working with the media, for example:**

- When to let the press office know of future paper publications ( approx 4-6 weeks in advance)
- What 'angle' your research will be pitched at, to attract maximum press coverage
- How the researcher can work with the media, such as interviews and quotes.

### **Lunchtime Session – Working with the media**

with Jen Middleton & Anna Borthwick, from the University's Press and PR Office.

**Wellcome Trust Lecture Theatre, QMRI,**

**14<sup>th</sup> October 2015, 1pm.**

Please note that this session will take place in the normal Imaging Seminar slot, and is open to all Edinburgh Imaging staff and students.