

## Doctorate press release

### Deadlines and responsibility:

The candidate sends the press release to the faculty contact (Helen Green, [helen.green@uib.no](mailto:helen.green@uib.no)) for approval three weeks prior to the defence. After the press release has been approved it must be submitted in "[Avhandlingsportalen](#)" for publication on the University webpage over new doctorates. The form also submits data to the calendar entry to uib.no for your defence and trial lecture.

A successful submission in [Avhandlingsportalen](#) presupposes the following:

- A press release in Norwegian that has been approved by your Faculty (Max 2000 characters including space)
- A short and catchy **title** capturing the essence of the thesis (Max 60 characters including space)
- **Personal information** (short text)
- Your **contact information** (e-mail and voluntary phone number).
- A **picture** for the press release, with information about the photographer
- Time and place for the public defence
- Title, time and place for the trial lecture (not obligatory)

### Format:

The press release is aimed at journalists, news desks and the general public. It is therefore important that both text and title are easy to understand. If the press release is to be read and attract media attention, the following points should be taken into consideration:

- The title must be short and catchy, and capture the essence of the thesis.
- Begin with the most important points: conclusions and research results.
- Explain the results of the research and possible practical consequences.
- Write simply, avoid complicated terminology. Imagine that the reader is an informed, curious teenager and write accordingly.
- Ensure that you include all practical information, and that the information is correct.
- **NB! The press release must always be written in Norwegian.**

### Photo:

Portrait photos can either be taken by one of the UiB accredited photographers (view list below) or be taken at any photo shop that offers digital passport photos.

### *Framework agreement - photographer*

The University of Bergen has agreements with the following photographers for photoservices:

- Eivind Senneset – [eivind.senneset@gmail.com](mailto:eivind.senneset@gmail.com)
- Thor Brødreskift – [Thor@tbfoto.no](mailto:Thor@tbfoto.no)
- Silje Katrine Robinson – [siljerobinson@gmail.com](mailto:siljerobinson@gmail.com)

Contact your department if you wish to have your photo taken by one of these photographers, and they will help you make an appointment.

UiB can freely use the photos taken in accordance with the agreement with the mentioned photographers. The photos must be accredited the photographers.

If the candidate supplies his/her own photograph, the minimum requirements are as follows:

301 (W) x 388 (H) pixels, resolution 170 dpi. The picture can either be in colour or black/white and should be sent as a separate electronic attachment (not as part of a word document).

**Distribution:**

The press release is sent out to our press list approx. 1 week before the defense. Larger local and international editorial offices are covered. The candidate can present his/her wishes concerning distribution to specific editorial offices and local newspapers.

**Links:**

Doctoral press releases: [www.uib.no/info/dr\\_grad](http://www.uib.no/info/dr_grad)

Avhandlingsportalen (English): <https://avhandling.uib.no/en/>