

You have a story, piece of news or an article that you wish to share with a wide audience

Is the story primarily for an internal (UoB) audience?

Yes

Is the story:  
about a recent or forthcoming event? (you may wish to look at our Events information)  
about a new initiative/development/policy?  
linked to the University of Bristol?  
about awards/grants?  
an obituary?

Yes

This sounds like a potential online news article. Please contact:  
news-team@bristol.ac.uk  
928 8089 / 8088

No

Is the story not time-sensitive (ie. does not need to be published urgently) and:  
about unusual aspects of University life  
people-oriented  
a longer, in-depth look at people/their work/interests

Yes

This sounds like a potential Nonesuch article. Please contact:  
nick.riddle@bristol.ac.uk, 928 8088  
hilary.brown@bristol.ac.uk, 928 8089

No

Consider internal departmental communication routes

No

Is the story primarily for an external (to UoB) audience?

Yes

Is the story genuinely new and about:  
groundbreaking research findings?  
research with a strong human-interest angle?  
research related to topical events/subjects?  
exciting developments in teaching and learning?  
people/events with a strong local angle?

Yes

This sounds like a potential press release. Please contact:  
caroline.clancy@bristol.ac.uk, 928 8086  
joanne.fryer@bristol.ac.uk, 331 7276  
hannah.johnson@bristol.ac.uk, 928 8896  
philippa.walker@bristol.ac.uk, 928 7777

No

Consider primarily internal (UoB) audience route

Is the story time sensitive?

Yes

No

Is the story:  
one that will raise the profile of research undertaken at Bristol University?  
about research that can be communicated to an informed, but mainly lay audience?

Yes

This sounds like a possible Nonesuch article. Please contact:  
nick.riddle@bristol.ac.uk, 928 8088  
hilary.brown@bristol.ac.uk, 928 8089

No

Consider primarily internal audience route

#### Notes

Some stories are suitable for two or more of our four main outlets:

- Online news. Our constantly updated online news service.
- Press releases. News stories of interest to the media and thus a wide, external audience.
- Nonesuch, our termly staff magazine featuring in depth articles on major research news both online and in the termly printed publication.

The Public Relations Office team are happy to advise you and work with you on the best way(s) of communicating your story.