

Press Release Request Form

About the press release

Press release topic: _____

Potential headline: _____

Detailed description/information about the topic: _____

Title of the event (if event-related): _____

Event date and time: (dd/mm/yyyy)(24:00) _____

Event organizer(s): _____

Event location

Preferred press release date: (dd/mm/yyyy) _____

Preferred language of the press release: English Arabic

What is the purpose of the press release?

Why is it newsworthy (How/why is the program/announcement important to AUS)?

What key message(s) do you want emphasized in the press release?

Can you provide quotes from relevant officials from AUS (and outside partners, if any)? Please provide full name(s) and official designation(s)/title(s) of quoted individuals:

Who will be the spokesperson (must be media trained) if media interviews are required? (Please provide full name(s), designation(s)/title(s) and full contact details)

Will a photo shoot arrangement from the department be required? Yes No

Name, title and full contacts details of the contact person for this press release:

Note: Please send the completed forms to commsrequests@aus.edu, at latest, four days prior to the preferred release date. Quotes and last-minute edits can still take place on the day. News issued during weekends or bank holidays will be sent to the media on the next working day. Disclaimer: The Strategic Communications and Media Department will always do the best to pitch stories to the outside media partners such as local newspapers, radio and TV stations. However the department CANNOT GUARANTEE coverage of any event or story in the external media. This can happen only at the media outlet's discretion and the department has no control whatsoever over this.