**Request for a press release / general audience news story**  
  
Thank you for your interest in turning your research into a news item and press release.  
  
So that the Nuffield Department of Primary Care Health Sciences Comms team can help write an effective and accessible piece, please answer the following questions and return the form to the Comms team on [communications@phc.ox.ac.uk](mailto:communications@phc.ox.ac.uk).  
  
A member of the Comms team will be in touch with updates and any further questions. If you have any questions in the meantime, please email: [communications@phc.ox.ac.uk](mailto:communications@phc.ox.ac.uk)

**Section 1: basic details**

**1. Timelines:**  
What is the expected publication or embargo date (if any)?  
*Please contact the journal if you are unsure.*

**2. Authorship:**  
Is the first, co-first, or senior author a current member of the department?  
*(We usually only promote research where the first or senior author(s) are currently affiliated with the department. However, if you are getting in touch to promote a large high-impact study where a member of the department was significantly involved, please contact*[*communications@phc.ox.ac.uk*](mailto:communications@phc.ox.ac.uk)*directly).*

**3.** Is the first or co-first author an early career researcher? Please highlight yes or no

Yes

No

**4.** Who are the collaborating organisations / departments and funders of this work?  
*(Please include any communications contacts if known)*

**5.** Are any collaborators, funders, or the publishing journal planning a press release?

**6. Manuscript / publication:**  
Please attach a copy of the submitted publication, or latest version of the publication, when you send this request.

**7.** If already published, what is the URL / DOI of the paper?

**Section 2: the research / story**

Please complete the information below so that we can get a feel for the research, the story, and its importance in the wider research and public landscapes.You don't need to write the story, keep it simple and only give us the information needed to understand the research in context and why you feel the findings are important to a wider, public audience.

**8.** Introduce the research and its main findings / recommendations (a quick take home message) in one or two sentences.  
*(This might be easier to complete at the end, but should be able to stand alone as a flash summary or tweet length summary of the research)*

**9.** What is the background information and context needed to understand this research? Briefly, how does your study fit into what is currently known in this field of research?  
*(What is the problem this research seeks to address? What don't we know? Why is it important? What is the extent of the problem? What else may be happening in this field?)*

**10.** How does this research try to address the problem? What did you do?  
*(Very briefly describe the methods)*

**11.** Briefly describe the key findings / results.  
*(What are the 'headline' facts and figures?)*

**12.** What do your results mean? What is the implication of your findings? Why is this important to a general audience?  
*(Consider who is affected outside of academia: individual patients, populations, the health/social care system/other relevant groups etc?)*

**13.** In terms of impact, what real-world effect has this research had? Or will have, and if so what steps will be needed to achieve this?  
*(How many people's lives changed for the better? Amount of money saved? Are there external sources you can link to evidence this, such as news stories, organisation websites, reports, council or government recommendations?)*

**14.** Key quotes  
*(Are there any illustrative quotes that help to reiterate points in the text. Please include at least one direct quote from Oxford-affiliated authors. Please check we have permission to use these if these are attributed).*