

**Did You Know?*****COE Communications actively seeks to promote your work***

We regularly pitch COE research to media and secured 15 media placements this past year.

**What are some common criteria for press releases?**

- Peer-reviewed articles published within the past three months.
- The author's FAU affiliation must appear in the publication (e.g. the byline or author info section).
- Major awards (e.g. Fulbright) or \$100K+ grants with a research component; exceptions for innovative grants with smaller awards.

**What about books?**

COE may feature published books in newsletters or on social media, but the university does not issue press releases for books.

**What details should I share to have my research considered for a press release or other highlight opportunity?**

- Your name, title, department, and degree
- Lead author status; list coauthors with degrees, titles, and affiliations
- Paper title, publication date, and link
- Grant name, organization, amount, and purpose of award (if applicable)
- Who is impacted by your research and why it's important to the broader community
- What makes the research unique and its current/future applications

**What if my article is selected for a press release?**

- 1) COE Communications will support you throughout the process.
- 2) You'll review and approve the press release before distribution.
- 3) Confirm availability for a photo shoot if needed and for media interviews post-release.
- 4) Be prepared to respond to media follow-ups.

**For those interested in exploring a press release, please contact Anne Fennimore:**  
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