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Purdue News Service

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Purdue News Service

As a top land-grant and public research institution, Purdue University is committed to pursuing scientific discoveries and sharing those discoveries with the public to provide context and potential solutions for the world’s grand challenges.

To that end, the Purdue News Service strives to provide vital information about research finding to a diverse audience, which includes: local, state, national and international media; Purdue faculty, staff, students, alumni and donors; Indiana citizens; state and federal government; and the business community. The News Service has three writers directly involved in the reporting of research-based news. These writers are supported by an infrastructure of editors, photographers, videographers, social media disseminators and a Web team to help tell stories in a compelling way and to share them as broadly as possible.

Researchers can contact News Service staff well in advance of publication of any research findings to discuss the findings, begin work to prepare a news release and any associated visuals, and strategize a media plan. The release is always shared with the researcher when completed to ensure accuracy.

The News Service houses an internal database of approximately 3,000 journalists who have requested to receive news from the university. In addition, an external database is utilized that provides access to searchable contact information for another 900,000 journalists globally. In addition to the Eurekalert portal, news releases are also shared via Futurity, a partnership of top research universities from the U.S., U.K., Canada, Europe, Asia and Australia, as well as the Big Science portal, which is made up of members of the Committee on Institutional Cooperation.

The staff of the News Service also makes direct contact with journalists to promote research stories or place researchers into topical “news of the day” stories. Staff also are available to provide one-on-one consultation with researchers to prepare them for media interviews.