

Criteria for press releases

Whether a press release is the best communication measure in a specific situation is decided by Media Services – in consultation with the topic manager – on a case-by-case basis. The text below outlines some of the criteria the media team uses in the decision-making process. It also considers when it is appropriate for a press release to be issued by ETH itself, jointly with a partner organisation, or by a partner organisation.

As with all other communication measures, the institution that takes the lead in research also takes the lead in communication.

Press releases by ETH Zurich

ETH Zurich sends out its own press release for topics

- that are of exceptionally broad national or international interest because they are particularly relevant and topical to society (example: saving refugees in boats with the help of mathematical models)
- that concern the institution and should be widely communicated to the media (examples: student numbers, new Executive Board members, ETH Day)
- that are related to a media event (e.g. opening of AI Center)
- for which all media should receive the same information at the same time (e.g. climate scenarios for Switzerland)
- with which ETH would like to be increasingly associated/positioned due to its strategy (e.g. [Circulatory failure is predictable](#))

If Corporate Communications decides against running an ETH News article on a topic, then issuing a press release on that topic is not an option.

Joint press releases

In addition to the above criteria, a joint press release requires that

- ETH community members and members of other research institutions have contributed in equal parts
- there be the possibility of all institutions writing the text together
- the logos of all institutions may be used (e.g. [Machine keeps human livers alive for one week](#))

Joint press releases are also published on our website. The lead research institution is responsible for sending the press release and creating a PDF. Sending the release can also be divided up by region.

Press releases from other institutions, organisations and companies that mention ETH

Other institutions, organisations and companies are free to communicate by press release the results of research, a project or a collaboration if

- ETH community members are involved, but not as the lead
- ETH community members and members of the other institution are responsible in roughly equal shares, but ETH Zurich does not provide a press release on the topic
- an industry partner or organisation wishes to communicate a collaboration with ETH

In these cases:

- ETH Zurich should be mentioned appropriately in the press release
- Media Services should be informed about the planned communication at an early stage, even before agreements concerning the communication are reached with members of the other institution
- others should not speak for ETH Zurich in press releases – the university speaks for itself
- Media Services should be able to read the press release in advance and check that ETH is mentioned correctly
- the ETH Zurich logo may not be used

A press release is not always the optimum means of communicating a topic. ETH Zurich has a number of communication channels at its disposal and is familiar with various measures to attract attention to a subject. The topic managers in Corporate Communications will be happy to advise you and can recommend a communication measure tailored to your respective target group and topic.

Logo use on press releases

In the case of joint press releases with equal partners, all logos are shown in the header.

If ETH Zurich as an institution is a partner in a larger project (e.g. Digital Switzerland), but is not itself the sender of a communication, the ETH Zurich logo can be listed in the lower section of the press release under “Other partners” or “In collaboration with”.

If a partner of an ETH unit (e.g. research group) issues a press release on a joint project and the corresponding ETH unit would like to be represented in this release, a third-party media logo may be used.