

National Taiwan Normal University

Information on Press Conferences for Presenting Academic Research Findings

I. Purpose: To publicize academic research findings, increase visibility, and improve the image of NTNU as a world-class institution

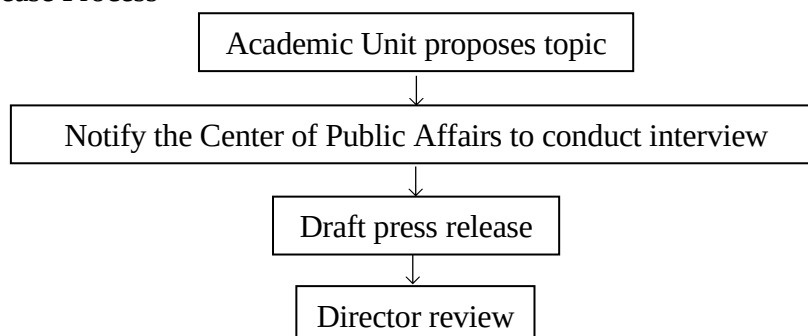
II. Types:

1. National Science and Technology Council (NSTC) research project or Outstanding Research Award
2. NTNU research lecture
3. Research with top NTNU team or center
4. Domestic or international invention patent and technology transfer from industry-academia collaboration
5. Nature or Science journal publication
6. SCI, SSCI, or A&HCI journal publication
7. Non-English journal publication (please specify accreditation)
8. NSTC TSSCI or THCI CORE social science journal publication
9. Other research recognized by the Office of Research and Development (ORD) for their potential

III. Press Conference Process

Academic Units	Administrative Units	Media
Collect and compile information	ORD helps provide information	
Complete application for co-organizing a press conference	Notify the Center of Public Affairs (CPA)	
Interview the PI	CPA conducts interview	
	Director revises and reviews the draft	
	The President reviews and approves the draft	
	PR Office arranges venue and equipment	Release interview notice
	CPA collates information	Media participation
PI presents findings at the press conference	Hold press conference	News coverage
	Provide pictures of the press conference	

IV. Press Release Process



V. Press Conference Process

1. Interview notice

(1) All academic units must summarize research findings or ask the ORD to recommend sources of information. In the event of an emergency press conference (major Nature or Science journal publication), please call the CPA processing clerk Shih-Tse Hu (ext. 1040).

(2) Please email electronic files along with the contact person information to the CPA at pr@deps.ntnu.edu.tw and abow722@ntnu.edu.tw.

2. Press release

(1) The CPA will draft a press release based on the interview notice received from each unit, which will be submitted to the President for approval after final confirmation with the relevant unit.

(2) All academic units are requested to email electronic copies of press releases to the CPA at pr@deps.ntnu.edu.tw and abow722@ntnu.edu.tw.

3. Press conferences

(1) Frequency: Once a month; exclusive conferences will be held (during winter or summer vacation) on key topics.

(2) Location: Conference Room 1 or 2 of the Administration Building

(3) Participants: Determined on a case-by-case basis

(4) Method: A luncheon for reporters at noon