

# Module

## Public Relations



A module can only be applied for within the appropriate modularised programme. To determine which modules are available to you, please consult the DFG's programme guidelines relevant to your proposal.

### I. Objective

To enable you to present the results of your work to the general lay public, you may request funding for public relations.

### II. Description

To make the topics, subjects, methods and findings of DFG-funded projects accessible to various segments of society, a variety of public-relations activities can be employed. Examples include workshops for students and teachers, exhibitions and participation in science days, public discussions and industrial trade shows. Suitable projects may also pursue longer-term PR strategies, such as developing and maintaining a communication platform aimed at the general public.

Methods may be chosen freely but must relate clearly to the funded project and significantly go beyond the host institution's standard public-relations activities. However, the public relations department should be informed of these endeavours and its expertise should be used when planning and conducting public-relations activities.

Funding for public relations may be requested to cover the costs of the planned activities. The overall scope of the project and/or the size of the network should be taken into consideration.

All DFG funding recipients are required to give explicit and prominent credit to the DFG for its support in all public-relations activities, including individual PR measures.

### **III. Proposal Instructions**

State and justify the requested funding amount. Discuss the following aspects, which will be considered in the review of the proposal:

- Public-relations objective and target-group description
- Relationship of planned activities to the project/topic
- Involvement of the institution's public relations department