Promoting your Research to the Media – the benefits, impact and what we can do to help

Presentation to the Research Faculty Forum, Faculty of Health Science, February 2015

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Media Relations
Who we are

Media Relations comprises the College Press Officer acting as a central point for College communications with the media, and a team of press officers, one for each of the faculties.

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Media Coverage Highlights
International Coverage

Time passes more slowly for flies, study finds

Research suggests perception of time is linked to size, explaining why insects find it easy to avoid being swatted.

Flies avoid being swatted in just the same way Keanu Reeves dodges flying bullets in the movie The Matrix - by watching time pass slowly.

To the insect, that rolled-up newspaper moving at lightning speed might as well be inching through thick treacle.
Media Coverage Highlights
International Coverage

Slow-motion world for small animals
By Melissa Hogenboom
Science reporter, BBC News

Researchers Find New Colorful Bird Species in Indonesia

Ancient Soil Shows Oxygen-Producing Life Existed Way Earlier Than We Thought

Irish scientists claim to have found new treatment for eye disease

Researchers at Trinity College Dublin, Ireland, found that a component of the immune system called IL-18 acts as a guardian of eyesight by suppressing the production of damaging blood vessels behind the retina at the back of the eye.
Media Coverage Highlights
Faculty of Health Science

Men's Health

Could You Tell if You Were Having a Heart Attack?
Two-thirds of them start slowly, subtly. Here are 3 signs you should know
BY PAGE FOWLER
NOVEMBER 19, 2013

The women who do it all could do with a bit more support

Independent.ie

News Editorial

The women who do it all could do with a bit more support

The Irish Times

Professions had ‘stake’ in crowded asylums
High rate of mental hospital residency benefited vested interests, forum told

Irish Examiner

Gene mutation increases disorders risk tenfold
by Catherine Shanahan

A rare gene mutation that increases the risk of developing schizophrenia or bipolar disorder more than tenfold has been identified by medical scientists at Trinity College Dublin.

RTE News

Researchers at Trinity identify genetic mutation that leads to schizophrenia

Trinity College Dublin, The University of Dublin
The pursuit of happiness: a psychological puzzle

A branch called ‘positive psychology’ has spawned a whole new area of research into what makes us happy and why.

Sylvia Thompson

The concept of happiness is now big business. The National Happiness Summits are regularly attended by international business leaders, academics and consultants.

Juniors and seniors alike will have heard about the ‘happiness gap’, which is a term used to describe the difference between what people say they want to be happy and what they actually are. The gap is even larger when it comes to happiness and personal growth.

Research has shown that the happiest people are those who focus on their own happiness and well-being. They are more likely to be satisfied with their lives and to feel a sense of purpose.

However, happiness is not just about feeling good. It is also about feeling connected to others and having a sense of belonging.

In a society where we are constantly being told that we should be happy, it is important to remember that happiness is a journey, not a destination.

Trinity College Dublin, The University of Dublin
Media Coverage Highlights
Trinity College Dublin

- 8 Front Page articles in national newspapers (5 from Faculty of Health Science)
- > 3 Editorials in national newspapers (all from Faculty of Health Science)
- 5 Opinion Pieces in national newspapers
- 4 articles in the Washington Post
- 3 articles in the Huffington Post
- > 30 Indian newspaper websites
- > 30 US newspaper websites
- 2 stories appearing on FOX News [online]
- > 20 stories appearing on The Journal
- > 15 stories appearing on Silicon Republic
- 5 stories appearing on Nature World News [online]
- 4 Trinity video clips appearing/ embedded on international websites
- > 44 Radio broadcast interviews (e.g. RTÉ, Morning Ireland, Drivetime Newstalk Pat Kenny, Right Hook, Mooney Goes Wild, etc)
- > 27 TV Broadcast interviews (RTÉ News, RTÉ Morning Edition, TV3)
- Trinity specific programme broadcasts during World War 1 Roadshow
We can work with you to:

- Develop a press release
- Develop a media invite
- Devise and pitch an expert comment or opinion piece
- Help with event planning and preparation
- Or…..all of the above
- Advise you on the best approach to media and select the appropriate media targets
- Approach media in advance and pitch story
- Organise and arrange media interviews and give support for these
- Publish news stories on the college website
- Promote stories on social media
- Monitor and report back on media coverage
Media Activity - September 2013 – August 2014

Across Trinity College Dublin – Opportunities and Traffic

• A press release or news item is issued or published every single working day of the year by Trinity’s Media Relations Team.

• 600 press queries (at a minimum) were received from national, international, regional, broadcast, online and student media.

• 158 Press Releases were issued (65 internationally).

• 85 news items were also generated by media relations that were not issued to the media.

• 30 photocalls were organised.

• 25 Video & Audio Clips were developed.
Media Activity - September 2013 – August 2014

Faculty Of Health Science

- 41 news releases were issued to the national media.
- 24 news releases were issued to international media lists and contacts.
- 23 other stand-alone news items relating to the faculty were placed on the Trinity website home page.
Breakdown of Media Activity – Press Releases
Faculty of Health Sciences

**Schools**
- School of Medicine 15
- School of Nursing and Midwifery 5
- School of Dental Science 3
- School of Pharmacy and Pharmaceutical Sciences 3

**FHS Faculty**
2

**Research Projects**
- The Irish Longitudinal Study on Ageing (TILDA) 3
- Trinity International Development Initiative (TIDI) 2
- Neuro-enhancement for Independent Lives (NEIL) 1
- Discover Research 1
Breakdown of Media Activity
Types of Press Releases within FHS

Press releases can be broken down into the following types:

• Based on published research paper 19
• Based on event (e.g., lecture, seminar, showcase, public engagement) 10
• Based on report (some launched with events, some not) 4
• Based on new study being launched 2
• Based on announcement/launch of initiative 2
• Based on funding announcement 2
• Miscellaneous 2
Examples of Impact
Faculty of Health Science

• Funding – Project MinE, Robbie the Robot
• Study recruitment – Hidden Pregnancy
• Influencing Public Policy – Resilience
• Collaboration and partnerships – Cancer Week Ireland
• Public engagement– Trinity Week, The Science of Happiness
• Public awareness – MRSA, Stepping Up
• Longitudinal Studies – TILDA, MAMMI…
Further Potential Benefits and Impact
Faculty of Health Science

• Increased journal views and citations

• Funders’ requirements

‘From politicians to the man on the street, media is a powerful source of influence on how people make sense of the world. But you need to tell the right story to engage people. The public won’t lobby politicians for more money for research excellence, they will lobby for more money for research if they see research can make a difference to their lives.’ Gillian Markey, Health Research Board

• Collaboration opportunities

• Profile raising

• Rankings
Next Steps
How can we work together

If you have any of the following and want to discuss the possibilities for promoting these to media/on the college website, please get in touch with me:

- Reports
- Papers due to be published
- Projects/studies about to be launched
- Key project/research milestones
- Upcoming events or seminars
- New initiatives
- Major funding awards
- Inaugural lectures
Next Steps
How can we work together

Please remember:

– Advance warning allows greater quality of advance media outreach.
– If in doubt whether it’s media newsworthy email me anyway – start the conversation.
– It doesn’t have to be a time consuming process
– You don’t have to have everything ready/finalised before getting in touch
– Stories can come from all stages of your research career
– Ebbs and flows within the faculty – we have capacity
– I can meet you off site at your work location
– If you have a sensitive issue which could have reputation issues for Trinity, please contact Caoimhe Ni Lochlainn, the College Press Officer
Thank You