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

Research Faculty Forum, Faculty of Health Sciences, September 2016

Media Relations, Office of Public Affairs & Communications
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.

Scientists found flies could detect light flickering up to four times faster than humans can. Photograph: Junior Bursachs GmbH/Kamy

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

**BBC NEWS**

*Slow-motion world for small animals*

By Melissa Hogenboom
Science reporter, BBC News

**NATURE WORLD NEWS**

*Researchers Find New Colorful Bird Species in Indonesia*

**THE HUFFINGTON POST**

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

**The Malaysian Times**

*Irish scientists claim to have found new treatment for eye disease*

---

Trinity College Dublin, The University of Dublin
**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 R. Jones, November 19, 2013

---

**Independent.ie**

News Editorial

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

 Irish women aged between 50 and 69 are the unsung heroes of modern Ireland, helping their aging parents and their struggling children. Many women in this age group feel they have been rendered ‘invisible’ due to ageism and sexism which are all too prevalent in modern life. But today the truth comes out thanks to interim results from an ongoing study at Trinity College Dublin into aging in Ireland.

The study is called the ‘Sandwich Generation’, which is keeping the show on the road in many families and communities. The findings show that one-third of the women in this age group — or more than 160,000 women in all — are extremely busy indeed.

Eight out of 10 such women help their children with money and practical backup. Six out of 10 are busy supporting their aging parents. Many are also looking after their grandchildren. As if all of that was not enough, some also hold down part-time jobs.

There can be little surprise, after reading about all that endeavor, that many of these women are now under severe pressure and are quite simply overwhelmed with consequent health risks.

The study’s authors tell us these risks could be offset by providing more counseling, advice and support. This interim report and its ongoing, on-going, on-going study offer us a house of knowledge which can help us plan for the future in an Ireland where the population is aging — but also, hopefully, remaining healthy, active and happy.

---

**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 scientist at Trinity College Dublin.

The researchers said Irish people are “more closely related” than other populations, allowing them to pick up on the mutation in Irish descendants of the person from Northern Europe they believe brought the mutation here in the first place.

Aidan Corvin, professor in psychiatry at the School of Medicine at Trinity and lead of the Probands Project, said it is “amazingly rare”. The increased risk of developing schizophrenia or bipolar disorder was more than tenfold.

The duplications appeared in all cases and the authors found the duplications carriers were all likely to share a single mutation inherited from a distant, common European ancestor.

Prof Corvin said the finding “demonstrates that the power of gene discovery can now provide new insights into poorly understood but potentially devastating disorders”.

---

**The Irish Times**

Professions had ‘stake’ in crowded asylums

High rate of mental hospital residency benefited vested interests, forum told

Politically possible ‘to close asylums only during boom because of local jobs’

JOE HUMPHERS

Medical professionals and local communities protecting their economic interests played a major role in the institutions today.

The stuff had a stake in this.

The nurses and nurses had their professional interests in this. Economically, it became very important, and other professionals were of interest post-Medical Council.

“I know patients who spent 30, 40, sometimes 50 years in these places, and we haven’t even conceptualized how they might have been damaged by the institutions.”

He pointed out the McAteer report estimated about 10,000 women who went through the facilities, more than half of which could be found in work or on any site when in the 1900s, making this “the biggest story regarding institutional settings” in Irish history.

Mr Hale was rates the “radical” use of mental hospitals had traditionally been based on a factor ranging from colonists to the existence of some sort of “schizophrenia gene”, but he said there was no evidence the Irish had “a fragile mental state” that made them prone to mental illness. As for blaming the Irish, “normalisation rules that the current State policy on mental healthcare was written by an expert group comprising two service users, a chairperson and 13 members of professional bodies.

“Visions for Change gave them an opportunity to write their job descriptions in the post-institutional phase.

“The buildings are gone but the system and structure and a set of ways the power arrangements that were established in psychiatric hospitals still have a major part to play in our mental health service...”

The service users mod- the moment into state manage- is, and is managed by the professional bodies.”

On the question of resources, he pressed the question: “Who is better to intervene around young male violence? Maybe the GAA might be better placed. The fact that we go to these professional groups, myself included, as the initial stage of service (if there is one)...”
Media Relations
Services and Assistance Available

We can work with you to:

• Develop a press release and/or media invite
• Devise and pitch an expert comment or opinion piece
• Help with event planning and preparation
• Advise you on the best approach to media and select the appropriate media targets
Media Relations
Services and Assistance Available

We can work with you to:

- 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
Examples of Impact
Faculty of Health Sciences

- **Funding** – Project MinE, Robbie the Robot
- **Study recruitment** – Hidden pregnancy
- **Influencing Public Policy** – Resilience, TILDA
- **Collaboration and partnerships** – Cancer Week Ireland
- **Public engagement** – Trinity Week, Discover Research
- **Public awareness** – MRSA, Hep C
- **Longitudinal Studies** – TILDA, MAMMI…
Further Potential Benefits and Impact
Faculty of Health Sciences

• 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:

- Reports
- Papers **due** to be published
- Projects/studies **due** 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

Timing

– Please get in touch BEFORE your research is published – e.g. when it has been accepted by the journal

– If you are planning an event or major report launch, please allow two month’s notice

– Advance warning allows greater quality of advance media outreach. Media needs time to plan for quality articles
Next Steps
How can we work together

Please remember:

– 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
– We can meet you off site at your work location
– Please do not engage PR agencies, or if required by external funder/collaborator, please discuss with us first
For further details contact
yokenned@tcd.ie  01 896 4337