

Trinity College Dublin Media Coverage – 2013 and 2014

Media Impact:

- A press release or news item is issued or published every single working day of the year by the College's Media Relations on which proactively generated media coverage includes:
 - 8 Front Page articles in national newspapers (5 from FHS)
 - > 3 Editorials in national newspapers (all from FHS)
 - 5 Opinion Pieces in national newspapers
 - 4 articles in the Washington Post
 - 3 articles in the Huffington Post
 - UK – (4) Daily Mail online, (3) The Independent, (1) BBC Nature, (1) BBC History, (1) Guardian, (1) Telegraph, (4) Business World
 - > 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

Trinity College Dublin on a monthly basis generates coverage of an average of 300 print articles in print media and 805 online articles.

Media Activity:

- **158** Press Releases were issued during this period and posted on the College website
- **65** of all press releases were issued internationally.
- **85** news items were also generated by media relations that were not issued to the media, but were posted on the College website.
- **600 press** queries (at a minimum) were received from national, international, regional, broadcast, online and student media.
- **30** photocalls were organised.
- **25** Video & Audio Clips.

Faculty of Health Sciences Media Coverage September 2013 – August 2014
Press Officer for the Faculty of Health Science – Yolanda Kennedy

Media Activity

- 41 news releases were issued to the national media.
- 24 news releases were issued to international media lists and contacts.
- One news release was issued in the Irish language.
- News releases were spread across the different schools and institutes within the faculty and within the Faculty of Engineering Maths and Science until the new Press Officer for FEMS was in post in October 2013:

Faculty of Health Sciences

FHS Overall	2
Schools	
○ School of Medicine	15
○ School of Nursing and Midwifery	5
○ School of Dental Science	3
○ School of Pharmacy and Pharmaceutical Sciences	3

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

News 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 event)	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

News Items

In addition to posting news items on each of the press releases issued, 23 other stand-alone news items relating to the faculty were placed on the Trinity global home page. News items were spread across the different schools and institutes within the faculty and for the Faculty of Engineering Maths and Science until the new Press Officer for FEMS was in post in October 2013

Media Coverage Highlights

- **Press outreach on published research on heart attack symptoms and delays in accessing emergency treatment.** Broadcast media coverage included an interview on RTE Radio 1's *Drivetime* while print coverage in Ireland included articles in the *Irish Times*, *Independent*, *Irish Examiner*, *Irish Daily Mirror* and *Irish Medical News*. Articles also appeared in RTE News online, and internationally on Fox News online and in print in *Men's Health Magazine*,
- **Launch of TILDA report on the 'Sandwich Generation'.** Print coverage included front page, feature piece and editorial in the *Irish Independent*, an article in the *Irish Times*, front page of the *Examiner*, and a comment piece in the *Sunday Times*, as well as online coverage in *thejournal.ie*. A follow up feature piece appeared in the *Independent* in December. Broadcast media coverage included a piece on RTE Radio 1's *News at One*, *Drivetime*, and interviews on *Newstalk's Breakfast Show*, *Radio Ulster 1*, *Cork 103*, *Waterford Local*, *South Eastern Radio*, *Donegal Radio*, *Spirit Radio*, and *Northern Town Radio*.
- **Launch of the second major report by the Irish Longitudinal Study on Ageing (TILDA).** Media coverage was extensive with coverage in all the national broadsheet and tabloid papers, RTE news bulletins and shows on TV and radio as well as other broadcast coverage. Follow up opinion pieces and features appeared in the following months. Specifically, there was broadcast coverage and interviews on RTE's *Morning Ireland* and *Drivetime* radio shows, and the *One* and *Six One* TV news shows. *Newstalk* covered it on the *Right Hook* and news bulletins. There were also a further 6 regional radio interviews. There were full or almost full page articles in the *Independent*, *Irish Sun*, *Irish Mirror* and *Irish Daily Star*. There were also print articles in the *Irish Times*, *Irish Examiner*, *The Herald*, *The Metro*. The *Independent* also carried an editorial piece. Online articles were also posted on *RTE News*, the *Irish Times*, *the Independent*, *thejournal.ie*, and *Breakingnews.ie*. Follow up features and articles appeared in the *Irish Times Health Supplement*, the *Irish Daily Mail* and two articles in the *Irish Medical News*.
- **Launch of Resilience study on Irish health system.** Media coverage included interviews on RTE's *Drivetime*, *Newstalk's Lunchtime show*, and two Cork radio stations with print articles in the *Irish Times*, *Irish Independent* and *Irish Examiner*. The *Irish Independent* also featured an opinion piece by one of the authors which led to her been given a regular weekly opinion slot which focusses on Health and in which she is titled as a Trinity Research Fellow. The language used in the report and press release has been consistency and significantly used since in media articles on the subject and by key stakeholders in this area when interviewed by media.
- **Trinity Week – The Science of Happiness.** Advance media coverage included the entire of RTE's *Mooney Show* being dedicated to the subject of the Science of Happiness with the keynote speaker interviewed throughout the show. There were also interviews featured on TV3's *Midday Show* and *Newstalk's The Right Hook*. A significant feature piece appeared in the *Science Page* of the *Irish Times* with articles and events notices also appearing in the *Irish Examiner*, *Metro Herald's Your Dublin Week* and a front page picture on the *Medical Independent*.

- **The launch of a TILDA Report into obesity levels of the over 50s.** Media coverage was extensive including substantial broadcast coverage, print coverage and ongoing coverage across opinion and other articles in the following days and weeks. The facts and TILDA's name have been cropping up in media articles and commentary on obesity since the launch of the report suggesting a deep and lasting impact on media with both TILDA and their reports as being a reference point for certain types of data. RTE's coverage was extensive appearing on *Morning Ireland*, radio news bulletins, *News at One*, *Six One News*, *Nine News*, *Drivetime*. It also featured on both Newstalk flagship news programmes – *the Breakfast Show* and *The Right Hook Show*, with an interview on the breakfast show and an in depth panel discussion on the Right Hook. TV3 featured an interview on the *Midday Show*. There were also 4 regional radio interviews. In print coverage the *Irish Times* featured it heavily both in print and online, including a front page article, editorial and follow up opinion piece by Fintan O'Toole. It was also the front page lead article news on the *Irish Daily Mail* with a second piece on their page 3. Articles featured in the *Independent* which ran two pieces, *the Sun*, two articles in the *Irish Examiner*, the *Irish Daily Mirror* which also ran an editorial, the *Irish Daily Star*, *Industrial Relations News*, the *Kildare Post*, and the *Herald*. It featured on thejournal.ie and in the *Belfast Telegraph* and international coverage included pieces in *The Irish World*, *Irish Central*, *EuropaWire*, *MedicalNewsToday* and *Bariatric News*.
- **The launch of a new research project calling for women to share experiences of concealed pregnancies.** Broadcast media coverage included interviews on RTE's *Morning Edition*, Newstalk's *Breakfast Show*, RTE 2FM's *Ryan Tubridy Show* and two regional radio stations. Print coverage included articles in the *Irish Examiner*, the *Medical Independent* and a full page article in the *Irish Times Health Supplement*. Online coverage included thejournal.ie, 7 regional online papers, *breakingnews.ie*, *irishhealth.com* and *medicalxpress.com*.
- **Launch of Robbie the Robot prototype.** Media coverage was extensive with multiple articles featuring in various news media, including 3 RTE broadcast pieces and 5 pieces on thejournal.ie and Front Page on the Irish Times weekend edition of the paper. Specifically there were broadcast interviews and pieces on RTE's *Morning Ireland*, *One News* and *Six One News*, *Newstalk News*, Today FM's *Ray D'Arcy Show* and Newstalk's *FutureProof* show. Online articles were carried by the Irish Times including a TCD produced video, RTE News Online including a TCD produced video, 5 articles in the journal.ie (totalling 67,500 views of the articles) including multiple videos both by TCD and thejournal.ie, Silicon Republic, *breakingNews* and 7 regional papers online. Print coverage included the *Irish Examiner* (2 articles), *The Irish Times* (2 pieces including the front page), the *Irish Independent* (2 articles), the *Sun* (full page), the *Irish Daily Mail*, the *Irish Daily Mirror* and the *Irish Daily Star*. The TCD video has had over 3400 views with a further 1000 views of thejournal.ie video.