



Trinity College Dublin

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin

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

Yolanda Kennedy

Press Officer, Faculty of Health Science

February 4th 2015

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.

Yolanda Kennedy: Press Officer for the Faculty of Health Science

yokenned@tcd.ie; 01 8963551

Caoimhe Ni Lochlainn: College Press Officer

communications@tcd.ie; 01 8962310

Media Coverage Highlights

International Coverage



the guardian
Winner of the Pulitzer prize

UK world sport football comment culture economy lifestyle fashion environment tech money

home > science

Neuroscience

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

Press Association

Monday 16 September 2013 09:53 BST

1,661 Shares 109 Comments



Scientists found flies could detect light flickering up to four times faster than humans can. Photograph: Juniors Bildarchiv GmbH/Alamy

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.



FOX NEWS FOX BUSINESS FOX NEWS GO FOX NEWS RADIO FOX PARTNER FOX NEWS INSIDER LOGIN

FOX NEWS Search foxnews.com

Health Home Men's Health Women's Health Children's Health Alternative Medicine Diabetes Heart Health Allergies

VISION & HEARING

Researchers make major breakthrough in treatment for age-related blindness

By Loren Grush · Published April 02, 2014 · FoxNews.com



FOX NEWS Search foxnews.com

Health Home Men's Health Women's Health Children's Health Alternative Medicine Diabetes Heart Health Allergies

HEART HEALTH

Could you tell if you were having a heart attack?

By Paige Fowler · Published November 24, 2013

Men'sHealth



Media Coverage Highlights

International Coverage

BBC NEWS SCIENCE & ENVIRONMENT

Home UK Africa Asia Australia Europe Latin America Mid-East US & Canada Business Health

15 September 2013 Last updated at 23:44 GMT

Slow-motion world for small animals

By Melissa Hogenboom
Science reporter, BBC News



Starlings were found to have very fast visual systems, a result of observing the world very slowly

Smaller animals tend to perceive time as if it is passing in slow motion, a new study has shown.

This means that they can observe movement on a finer timescale than bigger creatures, allowing them to escape from larger predators.

Insects and small birds, for example, can see more information in one second than a larger animal such as an elephant.

The work is published in the journal *Animal Behaviour*.

NATURE WORLD NEWS

Home News Animals Biology Environment Health

TRENDING TOPICS RESEARCH CLIMATE CHANGE NASA ANIMAL BEHAVIOR ENDANGERED SPECIES

Researchers Find New Colorful Bird Species in Indonesia

0 Comments Like 0 Share 0 Tweet 0 +1 0

Print Text

Jun 06, 2014 0



The Washington Post

38° Washington, DC

Edition: U.S. | Regional | Make us your homepage

Speaking Of Science

Ancient Europeans were lactose intolerant for the first 4,000 years they made cheese

Facebook Twitter StumbleUpon Email +

Print Text 40

January 7, 2015

THE HUFFINGTON POST SCIENCE

Editor: U.S. | Facebook | LinkedIn | 4545 | Twitter | Follow | Newsletter

FRONT PAGE POLITICS BUSINESS ENTERTAINMENT ARTS TECH GREEN TASTE EDUCATION

Science • Asteroids • Brain • Dinosaurs • Gels in STEM • Human Origins • ISS • Mars Rover • Physics • Search

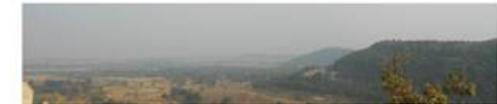
Super-Colossal Hole Spotted On Sun As New Year Begins

How Probiotics May Ward Off Depression And Anxiety

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

The Huffington Post | By David Freeman | Twitter | Email

Posted: 09/05/2014 12:05 am EDT | Updated: 09/05/2014 12:53 pm EDT



THE MALAYSIAN TIMES The Malaysian Times

Home Nation BM News Politics Business World Technology Lifestyle Opinion Entertainment

Breaking News: **Isu ROS: Setiausaha Agung MIC mahu jumpa SPRM**

Irish scientists claim to have found new treatment for eye disease

Posted: 10:59 am, April 3, 2014 by editor



WASHINGTON, Apr 3: Researchers from Ireland said Wednesday they have made a major breakthrough in finding a new treatment for the eye disease Age-Related Macular Degeneration (AMD) which can cause central blindness in sufferers, China's Xinhua news agency reported.

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'sHealth Login Register Facebook Twitter Free News
 FITNESS SEX & WOMEN **HEALTH** NUT
 SUBSCRIBE LEAN MUSCLE DIET CANCER HEART DISEASE COLD & FLU SLEEP DIAI

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 PAIGE FOWLER, NOVEMBER 19, 2013

Tweet Share PRINT EMAIL



Irish Examiner

NEWS SPORT BUSINESS VIEWS LIFE EXAMVIRAL PROPERTY MOTORS VIDEO

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.

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.

Aiden Corvin, professor in psychiatry at the School of Medicine at Trinity and head of the Psychosis Re-

although rare, increased risk of developing schizophrenia or bipolar disorder more than tenfold.

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

Prof Corvin said the finding "demonstrates the power of gene discovery to provide new insights into poorly understood but potentially devastating disorders".

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 ageing in Ireland. The study introduces us to 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 140,000 women in all – are extremely busy indeed. Eight out of 10 such women help their children with money and practical back-up. 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 endeavour, that many of these women are now under severe pressure and are quite simply overburdened with consequent health risks. "The study's authors tell us these risks could be offset by providing more counselling, advice and support. This interim report and its ongoing, over-arching study offer us a storehouse of knowledge which can help us plan for the future in an Ireland where the population is ageing - but also, hopefully, remaining healthy, active and happy."

THE IRISH TIMES

NEWS SPORT BUSINESS OPINION LIFE & STYLE CULTURE MORE VIDEO

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

JOEHUMPHREYS

Medical professionals and local communities protecting their economic interests played a major role in the in-

hospitals even of interest post the McAleese report.
 "I know patients who spent 30, 40, sometimes 50 years in these places, and we haven't even conceptualised how they might have been damaged by the institutions."

He pointed out the McAleese report examined about 10,000 women who went through the laundries, whereas more than double that could be found in asylums on any one night in the 1950s, making this "the biggest story regarding institutional settings" in Irish history.

Dr Brennan noted the "radical" use of mental hospitals had traditionally been blamed on factors ranging from colonialism to the existence of something like a "schizophrenia gene". But he said there was no evidence the Irish had "a fragile mental state that makes them prone to mental illness". As for blaming the British, "hospitalisation rates

that the current State policy on mental healthcare was written by an expert group comprising two service users, a chairperson and 15 members of professional bodies.

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

"The buildings are gone but the system and structures and, in a lot 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 user model at the moment is quite tokenistic, and is managed by the professional bodies."

On the question of resources, he posed the question: "Who is better to intervene around young male suicide? Maybe the GAA might be better placed. The fact that we go to these professional groups, myself included, as the initial point of contact for the service

RTÉ News
 HOME IRELAND WORLD BUSINESS SPORT PLAYER
 NEWS PROGRAMMES
 Researchers at Trinity identify genetic mutation that leads to schizophrenia
 Broadcast on: February 14th, 2014
 RTÉ.ie

Media Coverage Highlights Faculty of Health Science

THE IRISH TIMES

NEWS SPORT BUSINESS OPINION LIFE & STYLE CULTURE MORE VIDEO



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

Mental health should be more than the absence of mental illness. It should be a vibrant and muscular fitness of the human mind and spirit. So said American psychologist Martin Seligman when he launched positive psychology at the end of the last century.

Soon afterwards, psychologists around the world, particularly in the United States, began to examine what does and doesn't make people feel satisfied with life, whether optimism was associated with good physical health, less depression, longer life and greater happiness, and whether you can induce happiness states or at least

chology ran the National Happiness Experiment in 2012, a survey whose findings are published in *Happy Nations* by Malcolm MacLachlan and Karen Hand. Again and again, results have shown higher levels of happiness in those with the strongest ties to friends and family, and a commitment to spending time with them.

Findings soon Some researchers have distinguished between the experiencing self and the remembering self when looking at happiness. Nobel prize-winning psychologist Daniel Kahneman says social scientists studying happiness need to pay attention to people's experiences rather than their reflections.

Kahneman carried out experiments testing how subjects rated their happiness af-

tude can solve complex problems.

Similarly, Will Buckingham, author of *Introducing Happiness: Big Ideas for Real Life*, suggests that national scales of wellbeing can be hijacked by politicians who want a happy electorate without providing the social and economic infrastructure for their citizens. Just consider how Irish people often score highly on happiness scales – even during the recession. Perhaps the questions the positive psychology researchers are asking need to be broadened out to include justice, equality as well as subjective wellbeing.

Prof Jim Lucey, clinical professor of psychiatry at Trinity College Dublin, will participate in *The Science of Happiness* academic symposium next Wednesday. He says rebuilding our economic capital will be possible

News Comment

Health system has tried to do more with less but it simply can't take any more cuts

Dr Sara Burke

IRELAND experienced the greatest fall in health expenditure of 53 European countries between 2008 and 2011. Research on the impact of the economic crisis on the Irish health system reveals diminishing returns from crude cuts to healthcare system budgets over the past six years.

Despite budget cuts of over €2.7bn and 12,000 fewer HSE staff, the health system managed to do more with less, year on year, from 2008 to 2012. Since the end of 2012, the system has had no choice but to do less with less.

Doing more with less was achieved up to 2012 through the introduction of significant cuts to staff and pay, reducing professionals' fees, better deals with pharmaceutical companies and more flexible working arrangements facilitated by the

staff year on year until 2013.

However, austerity measures resulted in the blatant transfers of the cost of care from the State on to people. For example, those without medical cards paid €86 a month towards the cost of their drugs in 2008. Now they pay €146.

Similarly, the poorest who previously did not have to pay for prescription drugs now pay €2.50 per item up to €25 per month. Counting the cost of new and increased prescription charges, higher hospital inpatient and emergency department charges as well as the removal of medical cards from some over-70-year-olds, means on average every person in Ireland is now paying an additional €100 more for accessing care and prescribing drugs in 2014 than they were in 2008.

Each of these measures was an arbitrary decision introduced solely as a mechanism to save money.

Since the end of 2012, and through 2013 and early 2014, the indicators expose a system that has reached its limit. For the first time since the HSE was established, it is

FOLLOW CONTACT

RTÉ News

HOME IRELAND WORLD BUSINESS SPORT PLAYER

NEWS PROGRAMMES

Morning Ireland

Twitter Facebook Google Plus

Broadcast on: March 05th, 2014



MRSA strains on the rise in the community

04m 51s

FOX NEWS FOX NEWS GO FOX NEWS RADIO FOX NEWS INSIDER LOGIN

FOX NEWS

HEART HEALTH

Could you tell if you were having a heart attack?

MensHealth By Paige Fowler · Published November 24, 2013

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
- 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

Media Relations

Services and Assistance Available

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



Trinity College Dublin

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin

Thank You

