

Media Guidelines

We will help you promote your research, teaching and successes to the national and international media. We will advise you on the best approach to the media and select the appropriate media targets. In order to help us do that, we will need some briefing information on the 'who, what, where, when & how' of your research paper or initiative. Don't be concerned about how you write it –we are there to help you with that – but it should include the following:

- description of research, findings, study or award
- relevance & societal Impact
- factual information is always helpful e.g. context, costs & statistics
- lead academic quotation

We can work with you to:

- develop a press release
- develop a media invite
- devise and pitch an expert comment or opinion piece
- or.....all of the above

We will:

- 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

Please remember:

- advance warning allows greater quality of advance media outreach
- if in doubt whether it's media newsworthy email us 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

News Releases: Case Studies

<p>Engineering, Mathematics & Science:</p>	<p>Geologists rewrite earth's evolutionary history books http://www.tcd.ie/news_events/articles/trinity-geologists-re-write-earth-s-evolutionary-history-%20books/4881#.VqebSpqLSlw.com</p>	<p>Scientists sequence first ancient Irish human genome http://www.tcd.ie/news_events/articles/scientists-sequence-first-ancient-irish-human-genomes/6317#.VqeampqLSlw</p>
<p>Arts, Humanities & Social Sciences:</p>	<p>Digital humanities crowdsourcing 1916 letters project https://www.tcd.ie/news_events/articles/letters-of-1916-research-project-calling-on-public-to-%20contribute-family-letters/4405#.Vp4gSVIXhME.com</p>	<p>Sociology research report: intergenerational bond keeping families afloat during the recession _ https://www.tcd.ie/news_events/articles/intergenerational-bond-keeping-families-afloat-during-the-recession-new-report-finds/4311#.Vp4iillXhMF</p>
<p>Health Sciences:</p>	<p>Rugby concussion _ http://www.tcd.ie/news_events/articles/innovative-research-striking-back-at-concussion-in-rugby/5889#.Vp4H4fmLTIU</p>	<p>Performance of the Irish health system during the economic crisis http://www.tcd.ie/news_events/articles/from-more-with-less-to-less-with-less-the-performance-of-the-%20irish-health-system-during-the-economic-crisis/4601#.Vp4lrPmLTIU</p>

Contact the media relations team for further details:
<http://www.tcd.ie/Communications/media-relations/>