



Trinity College Dublin

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin

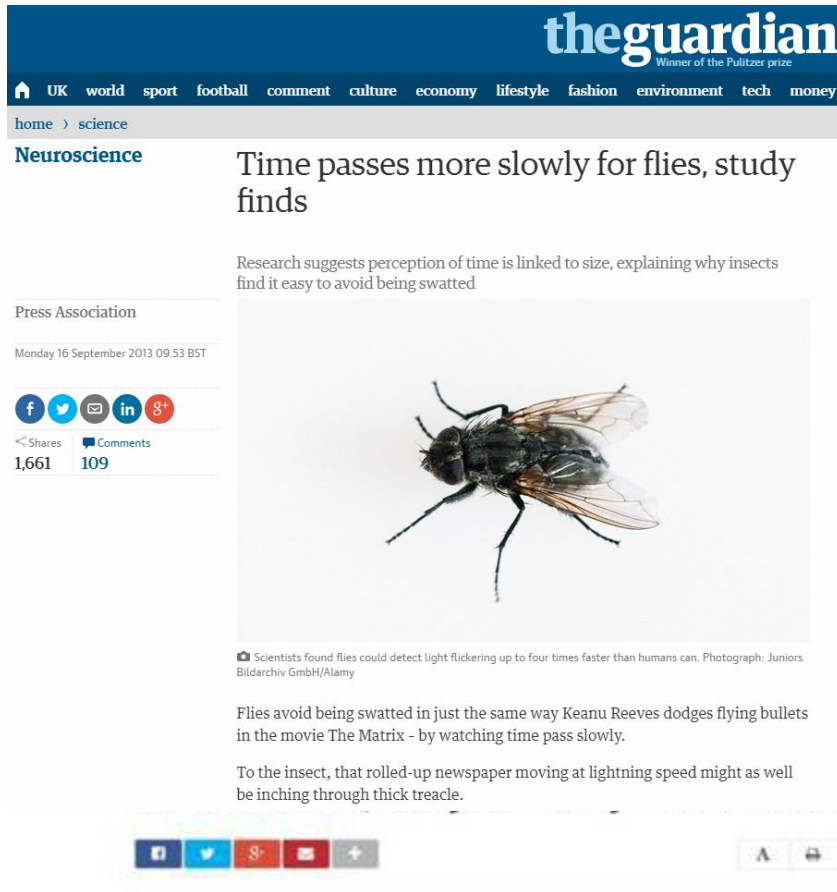
Promoting your Research to the Media – the benefits, impact and what we can do to help

Research Faculty Forum, Faculty of Health Sciences, September 2016

Media Relations, Office of Public Affairs & Communications

Media Coverage Highlights

International Coverage



theguardian
Winner of the Pulitzer prize

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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

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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.



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Researchers make major breakthrough in treatment for age-related blindness

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



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HEART HEALTH

Could you tell if you were having a heart attack?

By Page Fowler · Published November 24, 2013



Media Coverage Highlights

International Coverage

BBC NEWS SCIENCE & ENVIRONMENT

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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

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Jun 06, 2014 0



The Washington Post

38° Washington, DC

Edition: U.S. | Regional

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Speaking Of Science

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

The Huffington Post | By David Freeman | Twitter | Facebook



THE MALAYSIAN TIMES The Malaysian Times

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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 Sciences



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RECOGNIZE A HEART ATTACK?

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

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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-

search group, said 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".



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-

stitution today".

"The staff had a stake in this. The medics and nurses had their professional interests in this. Economically, it became very important, and it be-

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 ser-

RTÉ News

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NEWS PROGRAMMES

Researchers at Trinity identify genetic mutation that leads to schizophrenia

Tweet Facebook Google+ Print

Broadcast on: February 14th, 2014



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



Trinity College Dublin

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin

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