

# MEDIA GUIDELINES



We can help you promote your research, teaching and successes to the national and international media. In order to help, we need to know the 'who, what, where, when & how' of your research. Don't be concerned about how you write it (we can help with that) but do include:

- a description of the research, findings, study or award
- the relevance, context & societal impact
- a confidential copy of your paper or publication
- quotes from the lead academics

## WE CAN WORK WITH YOU TO



### Develop

- a media release
- a media invite
- an expert comment or opinion piece
- short videos to explain your work

### Advise

- how to engage with the media
- how to tell your story

### Support

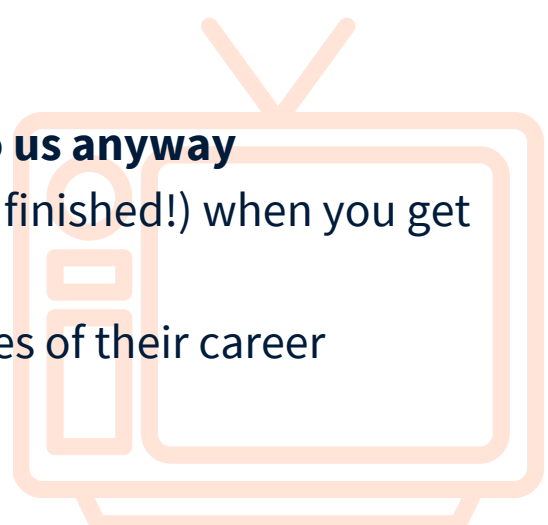
- pitch your story
- organise media interviews
- guide you through the process

### Promote

- via the Trinity website
- on social media
- ... and report back on media coverage

## WHAT'S IMPORTANT

- Get in touch as soon as you can
- Not sure if something is newsworthy? **Talk to us anyway**
- The work doesn't need to be perfect (or even finished!) when you get in touch, we'll work with you
- We provide support to researchers at all stages of their career
- Contact us at [media.relations@tcd.ie](mailto:media.relations@tcd.ie)



## CASE STUDIES

- **STEM:** [Shark shock: scientists discover filter-feeding basking sharks are warm-bodied like great whites](#)
- **AHSS:** [Shakespeare the Irishman](#)
- **Health Sciences:** [What's behind the rise in cesarean births for first-time mums in Ireland?](#)



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