## PRIMARY CARE TRAINEE NEWS —

Vol MMXV, No. 1

Tuesday, September 21, 2015

## Instant career success guaranteed!



#### Probably not but... What do you want to achieve?

Engaging with the media is not going to make you an instant superstar but there may be good reasons for carrying out media activity:

- Recruiting to clinical trials or other studies
- Showing willing for funders Looking for new funders Partnering with industry
- Public engagement
   Raising your profile within the institution
   Raising your profile within the field
- Benefits may include:

- Speaking invitations
   Access to patients/ volunteers

## Don't always think 'press release'



## If you think you've got some news

Summarise the story

Explain the aim

Think about pictures Work with partners and

Work with the comms Be available - Be very team to hone the story available

Anthing translates than the speed of light with the peculie exception of bulleries, which

## So what is news?





## It boils down to two questions...

What's new?

Who cares?

















### Note is what sometonly commodute wants to concress. all the rept is advertising.

### Interviews - some basic tips

Print allows you to expand but that's a double edged sword.

Three key points.

Jargon out. Useful comparisons in. Careful with those

Think about the viewer

Whether it's a short or

long interview, just keep returning to your main points.

Bridge Communicate

## Other ways to get coverage

Most universities have a list of expert commentators - think about offering to be on it.

Do you have insights into a current news story? Contact the press office and we can offer your expertise to the media.

Christmas... Valentine's Day... Midsummer... Does your research have a tie in to an event or a point in the calendar?

Don't run away from offers to comment:

You ARE an expert

### Sometimes the best-laid plans...

## Responding to had coverage



### Further sources of information

www.publicengagement.ac.uk

The Wellcome Trust offers training and also has a useful guide of <a href="http://po.st/M/TMedia">http://po.st/M/TMedia</a> www.mefscome.as.uk

But also check with your own university. There will be a team responsible for media relations and it's entremely likely drare will also be public engagement specialists.



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## THE CONVERSATION

Academic rigour, journalistic flair

Q Search analysis, research, academics...

Arts + Culture Business + Economy Education Environment + Energy Health + Medicine Politics + Society Science + Technology

Follow Topics

Migrant crisis

Labour leadership race

Capital punishment TTIP

TIP Hard Evidence

Explainer

Digital economy

future of computers

### **Analysis and Comment**



Me, myself and eye, air009

## Our peripheral vision is far more sophisticated than we thought

Gunter Loffler, Glasgow Caledonian University and Gael Gordon, Glasgow Caledonian University

### Migration

## Beyond Hungary: how the Czech Republic and Slovakia are responding to refugees

Jan Culik, University of Glasgow

The Czech police were condemned for writing numbers on refugees' arms – but Central Europe's problem with outsiders goes much deeper.

## Public opinion on the refugee crisis is changing fast – and for the better

Hannah Jones, University of Warwick

In just a few weeks, the people of Europe have been galvanised into supporting the refugees dying to reach their shores.

## Explainer: why some European countries do more than others to help refugees

Tim Hatton, University of Essex

#### Columnists

Boston and Beijing may soon join
Chiswick and Chipping Norton in the
Aga-owning ranks

For Bayern Munich, helping refugees isn't simply a moral obligation it's good CSR

Jacqueline Baxter — "Educational accountability in England is an increasingly muddy system"

Lauren Rosewarne — "It took about four hours of listening to Invisible and I was a blubbering mess"

**Eunice Goes** — "Cameron has to offer more than the occasional charm offensive to secure EU reform"

John Jewell — "The execution of journalists for doing their job is now an almost daily reality"

More columnists









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What's new?

Who cares?

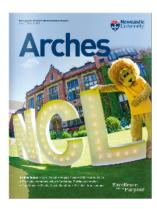












## Interviews - some basic tips

TV and radio: Short.

Print allows you to execution that's a double edged sword. Think about the viewer or listener.

Do not fear silence - you don't have to fill it.

## Other ways to get coverage

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## News is what somebody somewhere wants to suppress; all the rest is advertising.

## Eurther sources of information

# So what is news?







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# If you think you've got some news

Speak to your university communications team

Summarise the story

Explain the aim

Work with the comms team to hone the story

Think about risks

Think about pictures

Work with partners and funders

Be available - Be very available



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20 second answers.

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Nothing travels faster than the speed of light with the possible exception of bad news, which obeys its own special laws.



# Sometimes the best-laid plans...

Integrity is the best defence against bad headlines.

The cover up makes a better headline than the mistake.

Telling the press office does not mean telling the media.

Better to be on the front foot than backed into a corner.

Speak to your university communications team.

Do it as soon as possible.

Tell them as much as possible.

Use the phone.



# Responding to had coverage

Headlines do not equal article content.

The comments section is an important social service that keeps people from sitting next to strangers on buses. It is not a representative sample of humanity. Pick your battles.

The letters page: not for academic debate.

Know who your friends are.

Gravity can help you slingshot as well as make you crash.



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