

PRIMARY CARE TRAINEE NEWS

Vol MMXV, No. 1

Tuesday, September 21, 2015

Free

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:

- Funding and/or support
- Research collaborations
- Speaking invitations
- Access to patients/ volunteers
- Goodwill

Don't always think 'press release'

And what do you mean by 'press release' anyway?



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

It's not 'news' but the goal of it is to get the public's attention, which doesn't mean 'press release'.

So what is news?



It boils down to two questions...

What's new?

Who cares?



It's not 'news' but the goal of it is to get the public's attention, which doesn't mean 'press release'.

Interviews - some basic tips

TV and radio: Short.

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

Three key points.

20 second answers.

Jargon out.

Useful comparisons in.

Careful with those stats!

Think about the viewer or listener.

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

Whether it's a short or long interview, just keep returning to your main points.

Answer
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...

Integrity is the best defence against bad headlines.

The cover up makes a better headline than the misdeed.

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 bad 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's 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 singe hair as well as make you crash.

Further sources of information

www.sciencecentre.org

www.senseaboutscience.org

www.publicengagement.ac.uk

www.publicengagement.ac.uk/foi/training

The Wellcome Trust offers training and also has a useful guide of <http://www.wellcome.ac.uk>

www.stempra.org.uk

www.britishecologicalsociety.org

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



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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 Cullik, 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

Isabelle Szmigin



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

Simon Chadwick



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



SOCIAL MEDIA
In Business

SO WHAT IS NEWS?



IT'S NOT ABOUT THE QUESTION

What's new?
Who cares?



Interviews - some basic tips

TV and radio: Short.

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

Further sources of information

So what is news?

SPECIAL COMMEMORATIVE SECTION

“All the News There’s Fit to Print”

The New York Times

LATE CITY EDITION

MONDAY, JULY 20, 1969

PRICE: 15¢

MEN WALK ON MOON

ASTRONAUTS LAND ON PLAIN; COLLECT ROCKS, PLANT FLAG

Voice From Moon: ‘Eagle Has Landed’

A Powdery Surface Is Closely Explored



BRITAIN'S BIGGEST SELLING SUNDAY NEWSPAPER

No. 7,291

day

BEST VALUE FOR MONEY

- Colonel's top secret report tells the facts
- Mystery craft in exploding wall of colour
- Animals flee from strange glowing object

UFO LANDS IN SUFFOLK

And that's OFFICIAL

NEWS OF THE WORLD INVESTIGATES

A UFO has landed in Britain—and that staggering fact has been officially confirmed.

Despite a massive cover-up, News of the World investigators have proof that the mysterious craft came to earth in a great burst of light at 3 a.m. on December 27, 1959.

It happened in a pine forest called Titchard Wood just half a mile from the United States Air Force base at RAF Woodbridge, in Suffolk.

An American alien, who was there held up, there were three beings

... seen in the woods and spent the night on one through the trees. It was about 100 feet long, 50 feet wide and 20 feet high. It was covered in a shimmering metallic material and had a powerful light emanating from its front. It was seen by several people, including a local farmer, a school teacher and a police officer. The object was seen to land in the woods and to take off again. It was seen to be a craft of a different type to anything ever seen before. The object was seen to be a craft of a different type to anything ever seen before. The object was seen to be a craft of a different type to anything ever seen before.

EVIDENCE DETAIL from Lt. Col. Chester Hall's confidential report about the sighting of "conventional" aliens

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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. ”

THE CONVERSATION

Academic rigour, journalistic flair

🔍 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](#) [Hard Evidence](#) [Explainer](#) [Digital economy](#) [future of computers](#)

Analysis and Comment

Migration

Columnists

[Beyond Hungary: how the Czech](#)

“ Boston and Beijing may soon join

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www.publicengagement.ac.uk

www.publicengagement.ac.uk/foi/training

The Wellcome Trust offers training and also has a useful guide of <http://www.wellcome.ac.uk>

www.stempra.org.uk

www.britishecologicalsociety.org

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