



IMPACT 30

Making the news and storytelling with impact

26 October 2022





Presented by:

Emma Deeny, PR Officer

Grace Peacock, External Relations Officer



What we'll cover today:

NEWS AND DISSEMINATION:

- PR team: who's who
- Media engagement: commentary and handling
- Ways of working: testimonials
- Creating the brief
- Proactive story-telling
- Case study
- Political access and impact, including in media.



Meet the PR & Internal Comms Team



Rhonda Gibson
Head of PR &
Internal
Comms



Emma Deeny
PR Officer

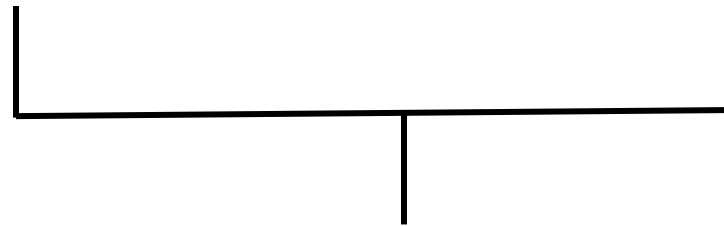


Lucy Finney
Internal
Comms
Officer



Grace Peacock
External
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Officer

TBA
PR Manager



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Expert commentary:

- Let us know if you have been approached by a media outlet requesting a media interview
- We will come to you directly if we see an opportunity or approach for an expert in your field
- The university's PR team regularly receives and facilitates media requests: a proactive calendar of news and stories for key journalists; air traffic control for proactive and reactive media management
- We make the necessary arrangements for any interviews and provide the comprehensive background information and key message development
- We provide support and briefing on wider issues / topics which might arise.



In dealing with the media we are:

- Proactive, professional, open and honest with the media, but not accountable to them
- Each media request is carefully considered, strategic and best fit for the university
- We may decide to collaborate with others in sectoral response
- Some opportunities are politely declined.

WAYS OF WORKING: Researcher testimonials





Dr Sinéad Furey

Senior Lecturer in Consumer Management and Food Innovation

"As a senior lecturer and researcher in UUBS' Department of Hospitality and Tourism Management, I have found the support, advice and signposting from the PR team to be outstanding in respect of better establishing, disseminating and communicating my research impact and developing further my pathways to impact. This support has also been beneficial to me in terms of my research reputation internally at Ulster and beyond with respect to opening up previously unknown networks to me.

"Finola regularly alerts me to opportunities for which I would not otherwise have the chance to register an interest to comment. For example, I have been advised of opportunities to provide expert commentary to The Grocer from which other media outlets lifted the story and widened the reach of my original contribution. This has also spawned opportunities to become involved in consultancy on related projects (e.g.) WCommunications' recent approach to invite me to collaborate with a food client of theirs - the aim of which is to support families through the cost-of-living crisis.

"I would like to end on a personal note: when research can be a lonely experience, it is encouraging to have colleagues there to support you in trying to communicate your research and its impact to wider lay audiences, to plain English-proof your drafts and disseminate to, and liaise with, the agencies and clients."



The Guardian

Coverage snapshot

INSIDER

BBC NEWS NI

The high cost of healthy eating: 'We need to ensure the affordability and accessibility of nutritious food'

Food banks are no solution to poverty

Police prepare for summer of chaos amid fears of civil unrest as 'frustration grows' over cost-of-living crisis

The Grocer

THE Sun

msn | news v

The IMPARTIAL REPORTER

Discount grocer Aldi is securing \$4.80 blocks of cheese in plastic security cages to deter shoplifting amid cost-of-living crisis

'STEAL TO EAT' First-time shoplifters 'stealing to eat' as cost of living crisis deepens

FARMWEEK

Daily Mail

BBC RADIO FOYLE

News article
University students facing food insecurity due to pandemic

Transatlantic collaboration of academics report students are experiencing high levels of food insecurity, job loss and low levels of mental wellbeing since the outbreak of COVID-19.

U 105

Cost-of-living crisis sparks boom in 'first time' shoplifters with supermarket bosses saying theft levels are 'off the charts'

- Thefts have soared in shops with many shoplifters shoplifting for the first time
- It comes as police have been advised to use discretion on those stealing food
- Retailers says theft levels are 'off the charts' based on anecdotal evidence

Dr Susan Lagdon

Lecturer in Psychology (Mental Health)



"I have been a lecturer and researcher within the School of Psychology for three years now. I have always admired how colleagues from across the university have reported and spoken about their work to a diverse range of audiences, including media engagements. I never thought I could be that brave or do it as well as others can, but I didn't know about Rhonda, Emma and Finola yet!"

"My experience of working with the PR and comms team has been wonderful. The team made time to meet with me and talk about my research at multiple stages, really getting to grips with the work and its intended outcomes. The team led on press release development, management of local media and dissemination of key messaging about the research and topic. Emma attended our preplanning and launch events, literally supporting me every step of the way and offering an abundance of insight and encouragement – I cannot tell you what it means to hear 'you can do this, we believe in you'. While my anxiety around public engagement somewhat remains, I do know where to go if I need help doing it."





Students in NI report unwanted sexual experiences

28 September



More than 1,000 students from QUB and UU completed a survey into their sexual experiences

By Robbie Meredith
BBC News NI Education Correspondent

Northern Ireland students report unwanted sexual experiences



BBC News (UK) @BBCNews

bbc.com

Students in NI report unwanted sexual experiences

More than 1,000 university students are surveyed for the UNSEENATUNI report.

1:23 PM · Sep 28, 2022 · SocialFlow

8 Retweets 3 Quote Tweets 38 Likes

Belfast Telegraph

Justice Minister Naomi Long 'alarmed' after NI students report unwanted sexual experiences



THE IRISH NEWS

Sixty-three per cent of university students in north have had unwanted sexual experience



(L-R) Megan Reynolds, QUB PhD researcher; Emma Stewart, artist and UU graduate, and Siobhan O'Neill, NI's Mental Health Champion pictured with lead researcher Dr Susan Lagdon (UU) and UU researcher Ngozi Anyadike-Danes




Almost two-thirds of students in Northern Ireland who took part in a joint study reported an unwanted sexual experience.

That is according to research by academics from Ulster University (UU) and Queen's University Belfast (QUB).



63 percent of university students in the north had unwanted sexual experiences





Social Democratic and Labour Party

Hunter: Student experiences show need for proper RSE

CARA HUNTER RSE EDUCATION GILLEN REVIEW

SDLP East Derry MLA Cara Hunter has said a study showing nearly two-thirds of students in the North have had an unwanted sexual experience shows the need for proper relationship and sex education (RSE) in schools.

Ulster University and Queen's University conducted a survey of over 1,000 students who detailed their experiences, ranging from unwanted sexual contact to rape.

Coverage snapshot



Belfast Telegraph

Justice Minister 'deeply troubled' as 63% of university students reveal unwanted sexual experience



The joint study surveyed over 1,000 young people on their experiences, ranging from unwanted sexual contact to rape. Pic posed by model



What is our story?

Research is changing lives, influencing policy:

- **Our research is transforming lives;** pushing the boundaries of knowledge, driving progress each day to solve the world's biggest challenges
- **Our research and technology is a catalyst for innovation;** partnering to create value and social impact
- **Our research informs policy;** with the power to influence legislation, decision-making and practice in a devolved Assembly
- **Our researchers at all stages of their career are making a difference;** PhD, early career researchers and long-established leaders



Proactive storytelling: How do we tell our stories?

The PR brief: 5 simple questions

- What is the aim of the PR?
- What are the key research findings – key stats, outcomes, recommendations, next steps?
- What case studies are available - human interest, personal stories, tangible outcomes?
- What is the current subject operating context – topical factors?
- Are there any sensitivities we should be aware of?

Also:

- Research partnerships: protect UU's role, leadership and prominence in the news
- **Outcomes** rather than outputs provide the news angle
- You don't need to draft the media content - just supply the 'raw material' and key information to us

Channels – owned and earned:

- Social media
- UU website
- Partner websites and social channels
- Alumni newsletters
- Targeted sectoral communications
- Paid spots – social posts, sponsored articles (budget)
- Influencers
- Insight (Internal)
- Editorial / op-ed / paid for packages
- Media: print coverage/ broadcast packages
- Guest Blogs
- Political engagement – Science at Stormont, Committee submissions, policy panels, Assembly Questions, fringe events, Consultation responses, Policy Briefs, Crib Sheet.
- Podcasts



Proactive storytelling: what makes it work

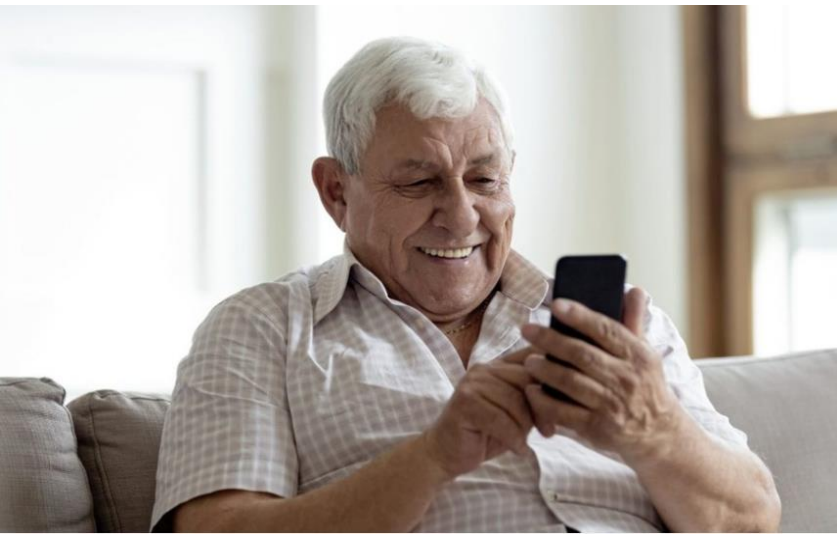
STAGE

Research grant v findings and demonstrable impact with end user able to communicate benefits on your behalf

App launched by Ulster University for people living with dementia

UTV | TECHNOLOGY | HEALTH | DEMENTIA | Tuesday 2 March 2021, 5:55am

itv NEWS



Students in NI report unwanted sexual experiences

28 September



BBC

NEWS



GETTY IMAGES

More than 1,000 students from QUB and UU completed a survey into their sexual experiences

NEWS HOOK

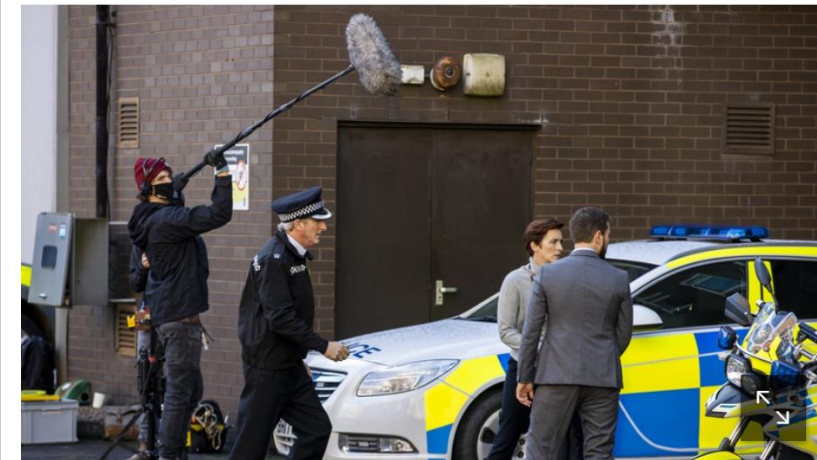
Connect with the news agenda for insights that resonate with recent related stories or current affairs - instantly boosts media appeal

SHOW IMPACT

Stories are always more powerful with sectoral leadership or a human connection: industry aligned or person-centric

RTÉ

Green light for £25 million Studio Ulster film complex in Belfast



Filming the sixth series of Line of Duty in Belfast's Cathedral Quarter

POINT OF DIFFERENCE

First, biggest, best, largest

US video gaming giant Epic Games endorses
Ulster University courses

Tuesday 23 February 2021, 12:01am

itv NEWS



NOVELTY

Unexpected, surprising, quirky, break-through

THE IRISH NEWS

Magee team to lead 'game-changing' £50
million UK data project



Ulster University is the lead partner in a new £50 million data innovation project for manufacturers

THIRD PARTY ENDORSEMENT

Charity / commercial / industry/
government adoption of research /
support

Tarantula venom could be used
to treat Type 2 diabetes

SCIENTISTS have been given a boost in their fight against Type 2 diabetes - from tarantula venom.

 **EXPRESS**





The approach

Story: Ulster University launches new app for people living with dementia

Third party endorsement: Dementia NI, Dementia NI service user Davie, Health and Social Care Board NI and local app developer Scaffold Digital

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Stage: waited until partnership with charity formed and impact assessed through their service users to create a three-dimensional story

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News hook: pandemic restrictions made seeing people difficult so memories could be accessed digitally

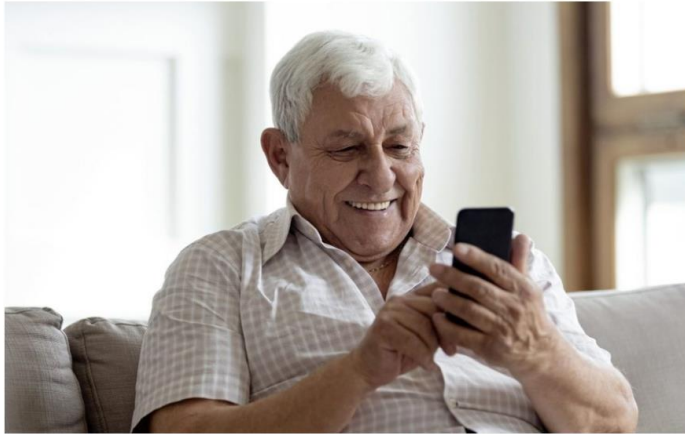
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Demonstrate impact: clearly showed the impact on service user's life, through his own words and his wife's



THE IRISH NEWS

App developed for dementia sufferers



Research showed improvements in mood, wellbeing, quality of life and relationships for people living with dementia

A NEW reminiscence app has been developed to help people living with dementia, their carers and families create a digital memory book of photographs, videos and sounds.

The InspireD App has been created by researchers from Ulster University's Schools of Nursing, Computing and the Belfast School of Art in partnership with Dementia NI and local app developer Scaffold Digital.

It builds on research carried out by the university on the impact of a personalised reminiscence programme, which showed improvements in mood, wellbeing, quality of life and relationships for people living



News Letter

Inspired App for people living with dementia

Developed by researchers from Ulster University's Schools of Nursing, Computing and the Belfast School of Art in partnership with Dementia NI and the local app developer, the Inspired App helps to spark conversations and provide opportunities to share experiences and maintain relationships.

For most people, the thought of a dementia diagnosis and the fear of losing their ability to recall treasured memories is devastating. However, many people living with dementia have problems with their short-term memory and find it easier to remember things about their past. Reminiscence draws on this strength by supporting people to share their life experiences, memories and stories and in doing so to maintain and build connections with other people.

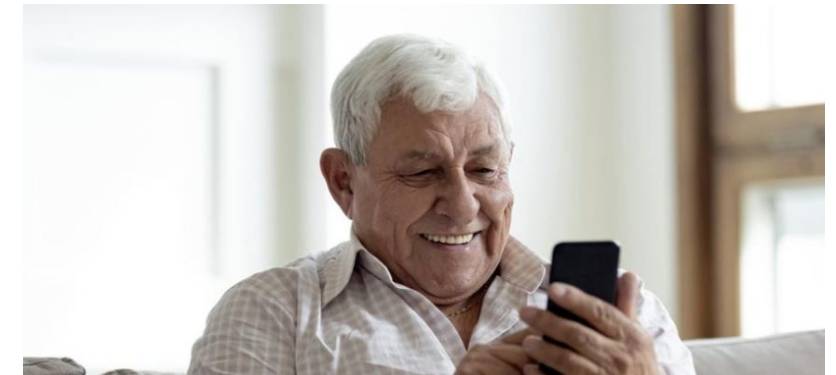


Coverage snapshot

App launched by Ulster University for people living with dementia

UTV | TECHNOLOGY | HEALTH | DEMENTIA | Tuesday 2 March 2021, 5:55am

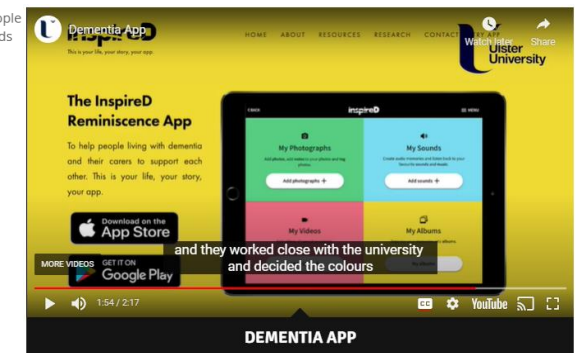
itv NEWS



BelfastLive

Ulster University creates app to help people living with dementia

The InspireD app will allow people photographs, videos and sounds



Media

- Over 25 pieces of coverage reaching a potential audience of almost 5 million
- Coverage across NI media including broadcast (BBC Newsline, UTV), online (Belfast Telegraph, Irish News, Newsletter, Sync NI) print (Newsletter, Belfast Telegraph)
- Coverage entirely positive in tone and included our key messages

Social media:

- Social posts and link to web article were posted across all our social channels and our multiple partners'
- Over 25,000 impressions and 300 engagements across social media posts.


Political and Stakeholder Engagement



Political & Stakeholder Impact



Political Briefings – 2 pagers



Education Committee
Briefing Paper

Professor Siobhan O'Neill, Mental Health Champion

This briefing covers three main issues:

1. The mental health impact of the pandemic and the current situation in relation to young people's mental health.
2. The importance of early intervention and prevention and the school setting.
3. Mental health as a priority for the Independent Review of Education.

Belfast Telegraph

Professor Siobhan O'Neill told Stormont's education committee that young people as a whole were "more heavily impacted by the Covid pandemic and the restrictions than any other age group".



Consultation Responses /Calls for evidence

UREGNI Corporate Strategy Consultation

Ulster University Response

Dr Patrick Keatley, Centre for Sustainable Technologies



12/11/2021
Re: Small-Scale Green Energy Bill

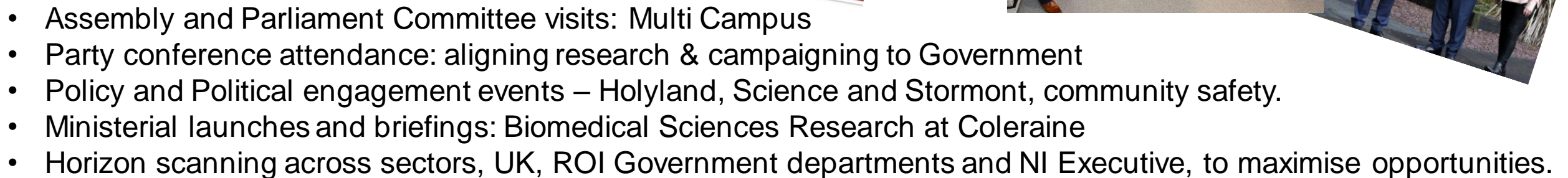
Thank you for the invitation to respond to the committee.

'Keen to see more incentives for consumers'



MLAs thank the panellists for their time.

They stick with the Small-Scale Green Energy Bill and are briefed by Dr Patrick Keatley from Ulster University.





We want to hear from you.....

How to contact us

- PR team – submit the [PR request form](#) and email it to: pressoffice@ulster.ac.uk
- Political and Stakeholder Engagement, contact Grace at g.peacock@ulster.ac.uk
- Or via your business partner Dotty McIroy

