

AURIL Conference

*Selling your university:
Creating demand for academic expertise*

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Session outline/objective

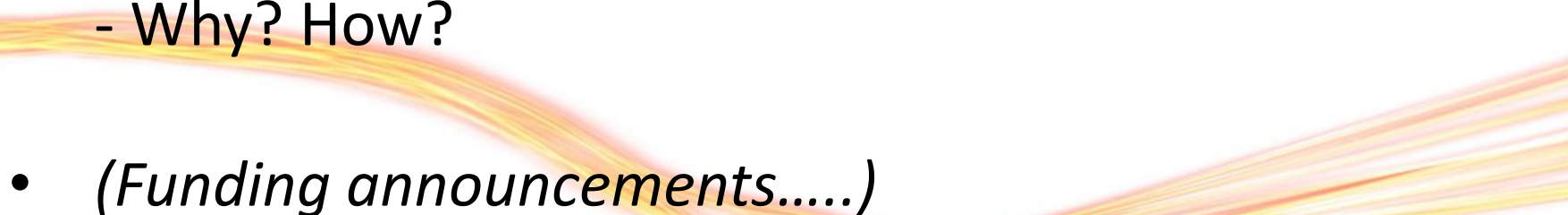
*How can your research achieve public
standout and enhance your work, your career,
and your institution's standing?*



Why engage with the media?

- Profile raising – externally & internally
- Heightened profile for the research
- Develop ‘expert’ status
- Opportunity to share your research & your knowledge (dissemination)
- Opportunity to reach people you would like to research (outreach / engagement)
- *Impact?*

Managing expectations...

- Thirst for “PR”
 - *But what do you/they want?*
 - Institutional affirmation and recognition?
 - Peer visibility?
 - Evidence of Impact for REF? (or for funding partners)
 - “Placing stories (key messages/strengths)”
 - Why? How?
 - *(Funding announcements.....)*
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The process...



Making research newsworthy:
A researcher's experience...




Researcher's experience: *The Good...*

- "A natural extension of my teaching, bid-writing, and outreach experiences..."
- "It was fun!"
- "An opportunity to get real, solid science out there – not skewed science"

The Benefits?

- Evidence of REF Impact
- Profile (for researcher, research, department, HEI)
- Invitations to speak at international conferences
- Increased citations
- Student recruitment (e.g. PhD applications)
- Funding compliance

Researcher's experience: *The Bad...*

- Time!
 - Exposure
 - Risk management and legal troubleshooting
 - Negotiation with co-authors, partners, funding bodies
 - Ensuring you are demonstrably independent
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Researcher's experience: *The Ugly...*

What your Comms Team can do to support you...

- Keep abreast of the political and news agendas
- Identify strong research leads and build relationship with academics
- Manage your (and your academic's) schedule in line with media demand/opportunities
- Provide media training and troubleshoot for potential questions, challenges & key points
- Attend film shoots & being on hand to provide advice, support & if necessary to set boundaries
- Evaluate and share success...

Behind the headlines:

Policy makers, alumni, partners ...

The process...



Policy-makers...

- 'Public Affairs' – more than just lobbying
 - Thought leadership / expert comment
 - Evidence-based policy development
 - Providing provocation / evidence (Select Committees, Political Researchers and Advisers)
- Demonstrable (and powerful impact) e.g. Sugar tax

Alumni and partners...

- Engagement with alumni & donors = new opportunities:
 - global dissemination and advocacy
 - sponsored research
 - links into businesses for commercialisation (KE, KT or consultancy)
 - Philanthropic funding opportunities to develop scope and impact of research and to build a research team, new kit etc.
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Behind the slides:

Difference between Durham and Teesside?

Between The Wall Street Journal and Whitehall?



QUESTIONS?

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