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Media Relations

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What is media relations?

Media relations involves working with the media for the purpose of informing the public of an organisation's mission, policies and activities in a positive and consistent manner to enhance its reputation and brand.

Typically, this means liaising directly with professionals responsible for producing the news in the mass media with the goal of maximising positive coverage without paying for it directly through advertising.

What does the media look like?

Print – Broadcast – Online - Social



How do we target the media?

Proactive media relations

- The traditional press release
- Tracking (even setting) the news agenda
- Social media and new media platforms

Reactive media relations

- Finding expert commentary
- Producing statements on difficult stories

When to contact media relations

You have a story that passes the 'So what?' test

- Research or news that you think will interest the public
- Your area of expertise is in the news
- You have heard about a student that has done something extraordinary

A journalist contacts you directly

- If you are not confident dealing directly with the media take some details:
 - Name, contact details and name of media outlet
 - Nature of the enquiry
 - Deadline
 - Tell them someone from the Media Relations team will call them shortly
 - Contact Deborah or Kath or call 58258/ email

press@manchester.ac.uk

Why contact media relations

- Impact / audience
- Profile
- International, national and targeted media coverage and visual content
- Journalists
- Social media channels
- Training/ toolkits



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What does success look like?





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Sex in your 70s? Absolutely! A third of pensioners have sex at least twice a month, study finds

- Study at University of Manchester found a third of over 70s still enjoy frequent sex, at least twice a month
- 54% of men and 31% of women aged over 70 were still sexually active
- More than 7,000 people took part, including men and women aged over 80



By FIONA MACRAE, SCIENCE CORRESPONDENT FOR THE MAIL ON LINE
PUBLISHED: 12:06, 28 January 2015 | UPDATED: 03:56, 29 January 2015

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Elderly 'enjoying active sex lives'

Age is no barrier to an active love life, research shows. For among the over-70s, more than half of men and almost a third of women say they are still sexually active.



Senior citizens are still enjoying active sex lives, according to the first major study of sexual health in the over 80s.

THE INDEPENDENT (SATURDAY) FEBRUARY 2015

100

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Simon Keizer
Thursday 28 January 2015

Surveys of people's sex lives: how do we know what to believe?

The over-70s appear to be having a better time than those in middle age

1

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Sexual activity survey debunks myths concerning lives of older people

English Longitudinal Study of Ageing project questioning 6,201 men and women up to 90 hopes results will crush stereotypes



in
northern
ary 2015 14:40 GMT

Love and intimacy in later life: study reveals active sex lives of over-70s

28 Jan 2015

'Sexual health and wellbeing among older men and women in England' is the first piece of research of its kind to include people over the age of 80.



Older people are continuing to enjoy active sex lives well into their seventies and eighties, according to new research from The University of Manchester and NatCen Social Research.

More than half (54%) of men and almost a third (31%) of women over the age of 70 reported they were still sexually active, with a third of these men and women having frequent sex – meaning at least twice a month – according to data from the latest wave of the English Longitudinal Study of Ageing (ELSA).

The paper, lead authored by Dr. David Lee, an Age UK Research Fellow at The University of Manchester's School of Social Sciences and entitled *Sexual health and wellbeing among older men and women in England*, is published in the American academic journal, *Archives of Sexual Behavior*.

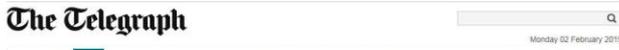
It is the first study on sexual health of its kind to include people over the age of 80 and uncovers a detailed picture of the sex lives of older men and women in England, finding that a sizeable minority remain sexually active in their old age.

Contrary to popular misconceptions, it finds that overall health and conflicting partnership factors were more closely linked to decreasing sexual activity and functioning, rather than simply increasing age.

Of the more than 7000 people who responded to the questionnaire, very few (less than 3%) declined to answer direct questions about their sexual activities and problems.

Dr Lee said: "This is the first nationally-representative study to include people over the age of 80 when asking older men and women in England about their sexual health.

"We hope our findings improve public health by countering stereotypes and misconceptions about late-



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Half of English men over 70 are still having sex, study finds

The University of Manchester has found that a large number of elderly people still have active sex lives

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In a detailed picture of the sex lives of older men and women in England

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Lusty Brits are enjoying sex into their EIGHTIES says new study

21:35, 28 January 2015 By Dean Rowanell

More than half of men and a third of women are sexually active well past getting their bus passes



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Elderly people are still in the mood for love... even in their 70s and 80s

14:02, 28 January 2015 By Todd Fitzgerald

A study by The University of Manchester found more than half of men and almost a third of women over 70 were still sexually active

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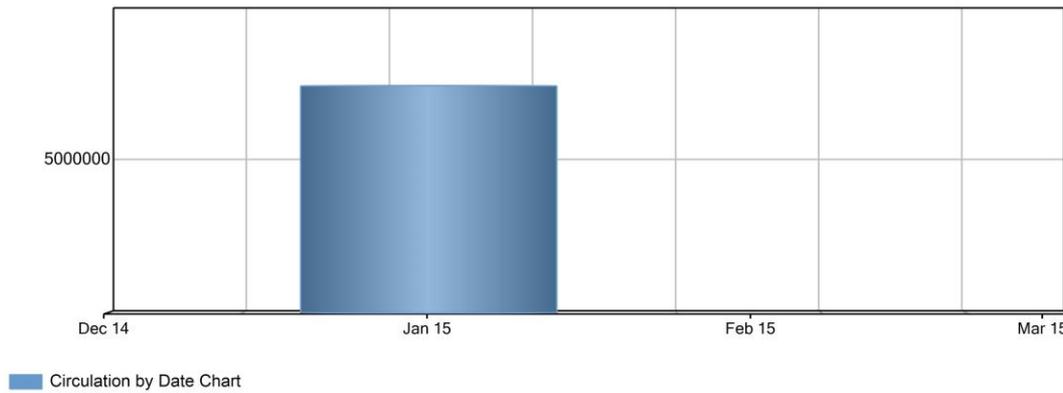
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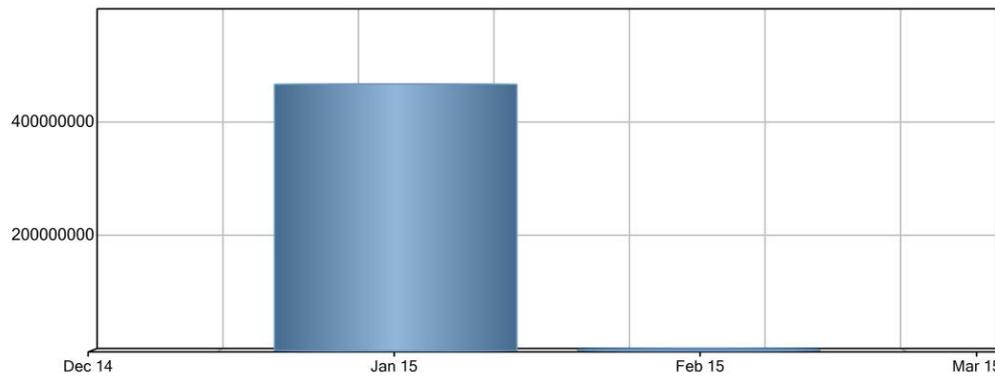
15:45 GIR, 13, arrested twice on suspicion of selling children for sex >

14:30 TRANSFER United's Di Maria victim of 'terrifying rant' at Chelsea home >

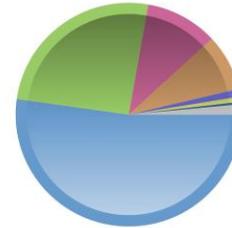
Circulation by Date Chart



Monthly Unique Visitors by Date (News)

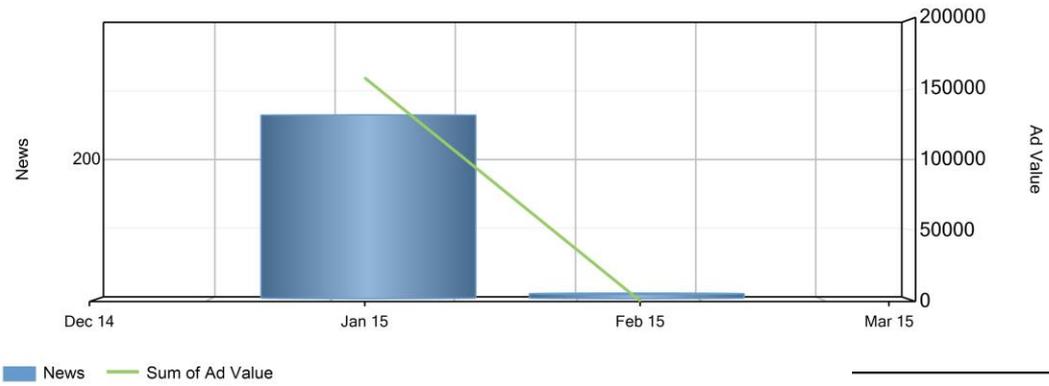


News by Media Chart

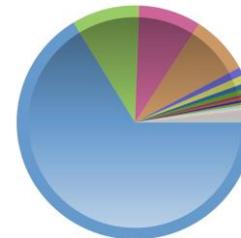


Colour Name	Value	Pct.	Colour Name	Value	Pct.
Online, news and business	141	52.22 %	News/Release Distribution Service	3	1.11 %
Online, consumer	69	25.56 %	Radio station	2	0.74 %
Online, trade/industry	28	10.37 %	Online, technical/scientific/academic	1	0.37 %
Newspaper	22	8.15 %	(None)	4	1.48 %

News Clips vs. Ad Value by Date Chart



News by Country Chart (News)



United Kingdom	India	Cambodia	Canada	Malta	Nigeria	Philippines
United States	Ireland	Malaysia	Greece	New Zealand	Panama	(None)
Australia	South Africa					

How can you help us?

- Let us know of newsworthy research in good time.
- Suggest working with media relations to academics or point them to training or toolkits.

What do we need from academics?

- Let us know as soon as a paper is accepted so we can prepare content
- Availability for interview
- Let us know if you need training / advice
- Listen to our advice



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The media relations team

Aeron Haworth - Senior Media Relations Officer

- Corporate affairs; engineering; materials sciences

Kath Paddison - Media Relations Officer (part time)

- Language, linguistics, cultures; Law

Deborah Linton - Media Relations Officer (part-time)

- Social sciences; Environment, education and development

Sam Wood - Media Relations Officer (part-time)

- Physical sciences; Earth, atmospheric and environmental sciences

Jamie Brown - Media Relations Officer

- Medical and human sciences

Morwenna Grills - Media Relations Officer (part-time)

- Life sciences; bioethics

Other media and communications contacts

Michael Addelman – Communications and Marketing Manager

- British Election Study

Dan Cochlin – Communications and Marketing Manager

- Graphene, 2D materials

Kate McNamee – Head of Central Marketing and Communications

- MBS