The University of Manchester

MANCHESTER

The University of Manchester

In The nevs

Ben Robinson News and Media Relations Manager

Communications team

Joe Stafford

Relations Officer

(HUMS)

Directorate of Communications, Marketing and Student Recruitment





Ben Robinson News and Media **Relations Manager**



Lynda McIntosh Research Communications Manager



Josh Patmore Interim Social Media Manager

We protect and enhance our reputation across external media, digital and social spaces, creating content that resonates with audiences and makes them feel connected to the University.



Lucy Occleston Social Media and **Digital Comms** Coordinator



Ruby Lowe Social Media and News and Media **Digital Comms** Coordinator



Jessica Marsh News and Media **Relations Officer** (FSE)



Mike Addelman News and Media **Relations Officer** (FBMH)

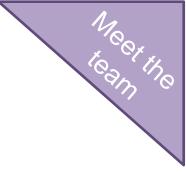


Katie Sewell News and Media **Relations Officer**



Romy Nicholson Communications Assistant (Intern)

We communicate the impact and excellence of our research to key audiences to demonstrate the benefits of our research to society, enhancing our reputation as a globally influential university.





Media Relations at The University of Manchester

2024 News Reach:

- 184 individual press releases sent to media
- Appeared in 6193 pieces 'top tier' coverage

FINANCIAL TIMES

Opinion UK universities Lessons for UK universities from the Australian

K COMPANIES TECH MARKETS CLIMATE OPINION LEX WORK & CAREERS LIFE & ARTS HTSI

experience From Sydney to Manchester, higher education institutions need the benefit of a policy compact for the long term

DUNCAN IVISON + Add to myFT



M > News > Greater Manchester News > The University Of Manchester

'You can do things in Manchester you can't do elsewhere - that's its superpower'

The Manchester Evening News sits down with Duncan lvison, the new President and Vice Chancellor of The University of Manchester as he shares his goals for the institution and the city

THE CONVERSATION

Concussions 'reactivate dormant virus in brain'



s will pave the way for new treatments against neurodegenerative diseases





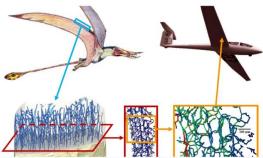
Player Sport 💦 Weather 🕼 iPlayer

ENGINEER

BBC B For you

Fossilised Pterosaur bones offer insights into new materials

The microarchitecture of fossil pterosaur bones could be replicated to develop materials for the next generation of aircraft, new research from Manchester University has found.



Microscopic interlocking structures in pterosaur bones could inspire new materials for aircraft - Nathan Pili, Manchester University



The benefits of promoting your research

- Increase interest
- Increase visibility and impact
- Improve citations
- Policymaker attention
- Industry engagement
- Interest from other researchers



The benefits of promoting your research

- "The press release has been picked up by the UK Parliament and it provided the basis for a set of questions to the FDCO Select Committee on Disinformation."
- "The press release has raised the profile of our work and has appeared on social media. The Altmetric score is currently around 60 and online views around 3000. These figures are well above average for our discipline."
- "The key thing is that it is not just public who we engage but other academics and industrialists pay attention to news on our webpages and through social media, which they might not see if it is just us sharing our papers."
- "The paper has been downloaded over 8000 times in two-and-a-half months. In my field, that is unprecedented and is surely a consequence of public interest generated through media coverage."



What we do (and don't do)

- Publicise research
- Promote teaching and learning stories
- Arrange interviews
- Provide 'expert comment'
- Respond to media enquiries
- Pitch stories and opinion pieces
- Lead reputational comms

- Award stories
- Funding announcements
- Advertise events
- Staff appointments
- Project updates





FBMH Research story on hearing loss in UK

Press coverage: Story covered in 18 top tier outlets

Social engagements: LinkedIn - 9505 X - 3979



earing aids are a game-changer for millions (Calimage: Getty images)

NEWS POLITICS FOOTBALL CELEBS TV SHOPPING ROYALS

'Hearing loss is even more common than we thought, with 1 in 3 people struggling'

Dr Miriam Stoppard shares research from the universities of Manchester and Nottingham that shows 18 million people in the UK are affected by hearing loss, which is 6 million more than previously reported

	The University of Manchester
Į.R.	530,483 followers
	8mo • 🔇

MAKHE

A more holistic definition of hearing loss by The University of Manchester Faculty of Biology, Medicine and Health and University of Nottingham researchers has revealed that 18 million people are affected, 6 million higher than previously reported using a definition from the 1980s.

Professor Kevin J Munro said: "Maintaining the hearing health of adults is a strong social responsibility. So it is important to acknowledge that millions of people's experiences have effectively been dismissed by existing data which means they are effectively left out of the national conversation".



New analysis reveals 18 million people have hearing loss manchester.ac.uk

...



ВВС	B For you	٠	Home •	News	🔫 Sport	Weather	DiPlayer	Je Sounds
NEWS								
Home InDepth	Israel-Gaza war	War in Ukraine	Climate	UK	orld Busin	ess Politics	Culture	
England Local I	News Mancheste	<u> </u>						

Study finds 18m people in the UK have hearing loss



evised estimates show one in three people in the UK have hearing loss



A more holistic definition of hearing loss by @FBMH_UOM and @UniofNottingham researchers has revealed that 18 million people are affected, 6 million higher than previously reported.

Report co-authored by Professor @KevinJMunro manchester.ac.uk/discover/news/... pubmed.ncbi.nlm.nih.gov/38747510/

UoM Biology, Medicine and Health @FBMH_UoM · Jun 13, 2024 "More than a quarter of the UK's population are estimated to have some form of hearing loss, researchers have found." Professor of Audiology, @KevinJMunro, shares the latest from @OfficialUoM and @UniofNottingham. bbc.co.uk/news/articles/...

9:01 AM · Jun 15, 2024 · **3,979** Views





B B C

NEWS

Nasa delivers 'teaspoonful of asteroid' Bennu to UK

sky news

Osiris-Rex: NASA returns sample from asteroid Bennu to Earth

THE TIMES

Bennu asteroid sample from Osiris-Rex mission arrives in Texas



Nasa lands Bennu asteroid samples back on Earth

NASA's OSIRIS-REx mission collected asteroid samples which attracted a lot of media interest.

"Jessica Marsh was very helpful, liaising with the NASA media teams to publish a press release about our involvement with the mission to coincide with the sample return.

"I did 10-12 different interviews, I don't think I'd have known whether I was coming or going without Jessica organising everything and telling me who I would be talking to at what time!"



The University of Manchester



https://doi.org/10.1038/s41893-021-00718-2

Check for updates

ARTICIES

Acute riverine microplastic contamination due to avoidable releases of untreated wastewater

Jamie Woodward¹¹², Jiawei Li¹, James Rothwell¹ and Rachel Hurley¹²

Wastewater discharge to rivers is a controversial practice that compromises water quality, aquatic habitats and human health worldwide. Here we show how untreated wastewater laced with microplastics and raw sewage is routinely discharged into UK river flows that are too low to disperse the microplastics downstream. These 'dry weather' spills lead to acute microplastic contamination of river bed habitats. Many aquatic fauna feed in the benthic zone, the quality of which affects the entire riverine ecosystem. All microplastic types accumulate to high concentrations on the channel bed until flushed downstream by floods. These findings pose fundamental questions about the sustainable management of urban wastewater. Treating the wastewater would shut down the major source of microplastic fragments and microbeads in such rivers and prevent their transport to the ocean. Riverine microplastic transport is primarily partitioned between: (1) continuous transport at low concentrations of synthetic fibres from treated wastewater effluent; and (2) episodic flood-driven transport of the full microplastic assemblage entrained from contaminated channel beds. Focusing only on the buoyant non-flood microplastic load can produce highly unrepresentative assessments of riverine microplastic contamination. Climate warming and urban population growth will intensify the microplastic burden on many river ecosystems as summer baseflows decline and wastewater fluxes increase.

The paper published by Jamie Woodward was the first to link microplastic pollution with wastewater releases



e Discover Connect



< Home

< Discover

✓ News

Newsroom

News archive

Newsroom media library

Contact Media Relations

Tweets from @UoMNews



UoM News ♀ @UoMNews · Nov 29

As the #Census2021 data today reveals that #England and #Wales are among the least #religious countries in the world, it seems an appropriate time to revisit previous research on this subject by @SocialStatsMan

I. Staff @SocialStatsMan · Nov 29 Research by the University of Manchester has highlighted the range



13 May 2021

Water companies are main cause of microplastic pollution in UK's rivers

New research by experts from The University of Manchester has found that the poor management of untreated wastewater and raw sewage by water companies is the main source of microplastic pollution in the LIK's rivers.

Joe Stafford in Media Relations rewrote the story to emphasise the role of the water companies, and pitched this to news organisations before the paper was published...



BBC Q Your account

Home News

NEWS

Home Coronavirus Brexit UK World Business Politics Tech Science Health Family & Education

Science & Environment

Wastewater is 'polluting rivers with microplastic'

By Victoria Gill Science correspondent, BBC News

(13 May





Weather

Sport

iPlaver

...which resulted in widespread coverage from BBC News, The Guardian, Channel 4 News, BBC Inside Science and others



Research says discharge of untreated sewage and wastewater during dry spells to blame



The HOC Environmental Audit Committee then wrote a hard-hitting report after contacting Jamie Woodward and meeting him at a research site

Rt Hon Philip Dunne MP Chair of Environmental Audit Committee

House of Commons Environmental Audit Committee

Water quality in rivers

Fourth Report of Session 2021–22



8th July 2021 Environmental Audit Committee River Windrush catchment



18 November 2021

The Environment Agency and Ofwat then announced a major criminal investigation into the activities of the water companies...

Press release

Water companies could face legal action after investigation launched into sewage treatment works

Major investigation announced by the Environment Agency and Ofwat into sewage treatment works

From: Department for Environment, Food & Rural Affairs, Environment Agency, The Water Services Regulation Authority, and Rebecca Pow MP

Published 18 November 2021



...which found that 'there may have been widespread and serious non-compliance with the relevant regulations'

The entire investigation is expected to take at least two years to complete.

Update on Environment Agency Investigation

Environment Agency, 12 May 2022 - Ofwat, Water







Reacting to the news agenda

Media relations: Professor Olga Onuch was featured heavily in The Guardian's coverage of President Trump's plan to end war in Ukraine. On Thursday, she contributed to a homepage story on the site.

Olga's research into Ukraine polling was also covered by CNN, The Independent, Newsweek, MEN, The Telegraph, MSN and other international media.

She has used Bluesky and X to drive awareness of the news story on the University website, contributing to over 5,000 visits, one of our most popular in recent months.

Olga Onuch @oonuch.bsky.social

@ www.manchester.ac.uk

Make this @OfficialUoM press release viral "Trump ... echoed Kremlin talking points, by falsely claiming ... Zelensky's approval rating stands at a mere 4%...polling...puts his approval rating at 63% - making him the most popular politician in the country."

www.manchester.ac.uk/about/news/t..



Trump is making false claims about Zelensky's popularity, say experts US President Donald Trump has once again echoed Kremlin talking points, by falsely claiming that Ukrainian President Volodymyr Zelensky's approval rating stands at a

Olga Onuch, ne

+ Follow



Giardian

Onuch, a professor of Ukrainian politics at the University of Manchester, the first in the Anglosphere, believes any attempt to impose an unjust and "unconstitutional" settlement will be fiercely resisted in Ukraine - with the support of members of the diaspora.

"It's an existential question of the survival of their homeland. This is not a simple thing that tomorrow someone agrees and then it's done," she said. "Ukrainians would not be willing to give up territory and they would potentially go against the government.

> "And that's not simply in a future referendum, that is also in the streets. On top of that, this is a population that is traumatised and also equipped with arms.

"So the potential to destabilise the country further, and the region, is great if something was seen to be imposed upon them."

Maria Romanenko, 32, a journalist and activist, said she was "feeling let down, anxious and scared" by Trump's statements but even more determined to keep arguing that Europe must step up its support.

As welcoming as she has found the UK, the seriousness of the situation isn't always fully understood, as was summed up by the barista who told her they found Trump "funny" moments after she had spent the afternoon with displaced Ukrainian families, thousands of whom have attended the walking tours she holds to help them integrate into life in Manchester.

"It would be funny if you ignore the fact thousands of people are losing lives, losing limbs," she said.





Media Training



specialists in communication training



- Essential media skills Broadcast TV and Radio interview practice
- Storytelling Bring your research to life
- Message testing *How to grab attention*
- Thought leadership/profile raising Become a trusted subject matter spokesperson
- Social media *How to harness socials*



THE CONVERSATION

Writing for the public: why and how

Want to write for The Conversation?

THE CONVERSATION

Academic rigour, journalistic flair

Arts + Culture Business + Economy Education Environment Health Politics + Society Science + Tech World Podcasts Insights



Tanzania's Maasai are being forced off their ancestral land – the tactics the government uses

Published: January 16, 2025 2.03pm GMT

Hugh Sitton/Getty Images

S Copy link Email X X (Twitter) Bluesky Facebook in Linkedin

WhatsApp

Print

Tanzania has a long and troubling history of evicting communities from their lands. This has happened under the guise of expanding protected conservation areas, which make up $\underline{over} 40\%$ of its territory.

In recent years, the Maasai of the Ngorongoro district – a region renowned for abundant wildlife and the iconic Ngorongoro Crater – have been the target of these evictions. They've faced threats to their nomadic lifestyle, centred on cattle herding.

The government <u>claims</u> the evictions are necessary to protect the environment from a large Maasai population. Currently, <u>around</u> 100,000 Maasai reside within the protected area.

The reality, however, is that the right of the Maasai to use that land is being taken away by the government. The land is then leased to expand lucrative wildlife tourism and elite <u>hunting grounds</u>. Tourism, mostly driven by wildlife, constitutes over <u>17%</u> of the country's GDP.



Q. Search analysis, research, academics.

Disclosure statement Teklehaymanot G. Weldemichel does not work for, consult, own shares in or receive funding from any company or organisation

that would benefit from this article, and has disclosed no relevant affiliations beyond their academic appointment.



University of Manchester provides funding as a member of The Conversation UK.

The Conversation UK receives funding from these organisations



Wavebreak Media Premium / Alamy Stock Photo

S Copy link

Email

X X (Twitte

Bluesky

Faceboo

n LinkedIn

S WhatsAp

Print

Until now, COVID vaccines have been available to <u>pregnant women</u> as part of the twice-yearly booster programme, but this offer is being <u>withdrawn</u>.

The UK's vaccine body, the Joint Committee for Vaccination and Immunisation (JCVI), has <u>recommended</u> that from spring 2025, pregnant women will no longer be eligible for free COVID vaccines. This is a concern for several reasons.

First, there is the direct vaccine benefit of reducing the chance of COVID infection and the consequences of infection in pregnancy. Pregnant women are at <u>higher</u> risk of severe COVID infection than women who are not pregnant, which can be significantly reduced by <u>vaccination</u>.

Severe COVID infection in pregnancy also carries <u>risks for the unborn baby</u>, including <u>miscarriage and stillbirth</u>. Although the risk with the currently circulating virus variants is lower, the risk remains to both mother and baby from <u>COVID</u>. The good news is that <u>vaccination</u> not only protects the mother should she be infected, but also reduces the risk of both very preterm birth and stillbirth for her baby.

Second, there is the indirect benefit of vaccination in pregnancy in protecting newborns in those vital early months. Infants do not have fully developed



Disclosure statement

Sheena Cruickshank is affiliated with independent SAGE

Christina Pagel is a member of Independent SAGE and vice president of the UK Operational Research Society.



University College London provides funding as a founding partner of The Conversation UK.



Get in touch



Media.relations@manchester.ac.uk

Any questions?