

MANCHESTER
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The University of Manchester

The University of Manchester in the news

Ben Robinson
News and Media Relations Manager



The University of Manchester

Media Relations at The University of Manchester

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NEWS

Home Israel-Gaza war Cost of Living War in Ukraine Climate UK World Business Politics Culture

England Local News Regions Manchester

Milky Way: Manchester astronomers find mysterious object

© 19 January

THE TIMES

MATT RUDD

Wheelie bin nation: is all our sorting going to waste?

Ninety per cent of us routinely recycle — so why does so much of our rubbish still end up in landfill? Matt Rudd lifts the lid on the packaging revolution that could change everything

The Guardian
Newspaper of the year

Poor people much more likely to die from sepsis, study finds

Those with existing health problems also at greater risk of condition that kills estimated 48,000 a year in UK

Denis Campbell
Health policy editor

Thu 23 Nov 2023 22.30 GMT



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Meet the team

Media Relations Manager

Ben Robinson

FBMH

Mike Addelman

HUMS

Joe Stafford

FSE

Jessica Marsh

Communications Assistant

Yiduo Liu

What we do and don't do

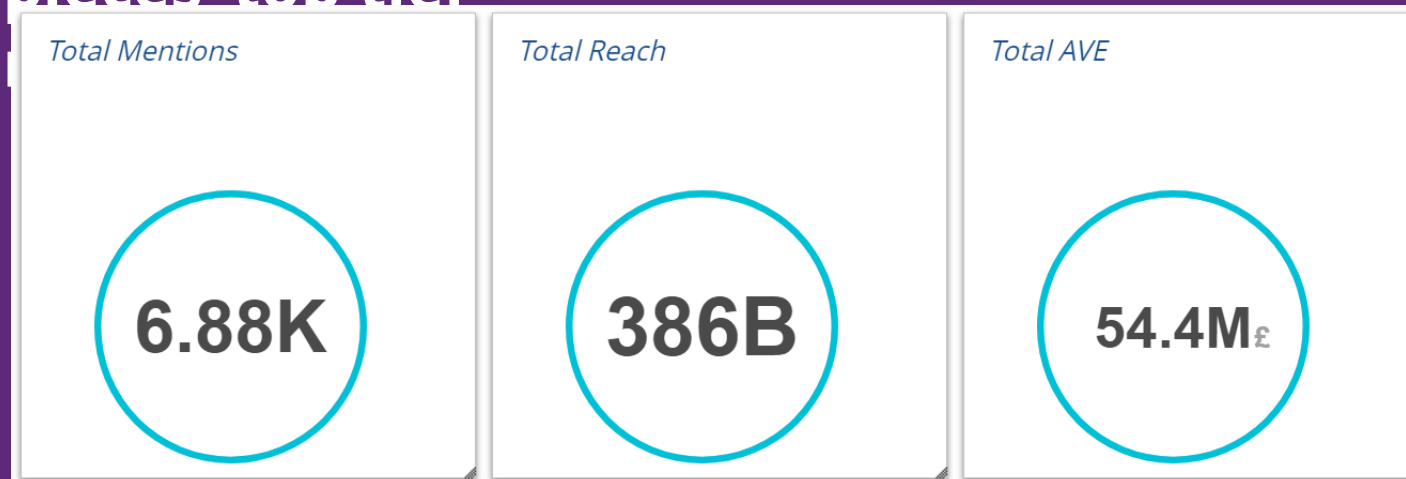
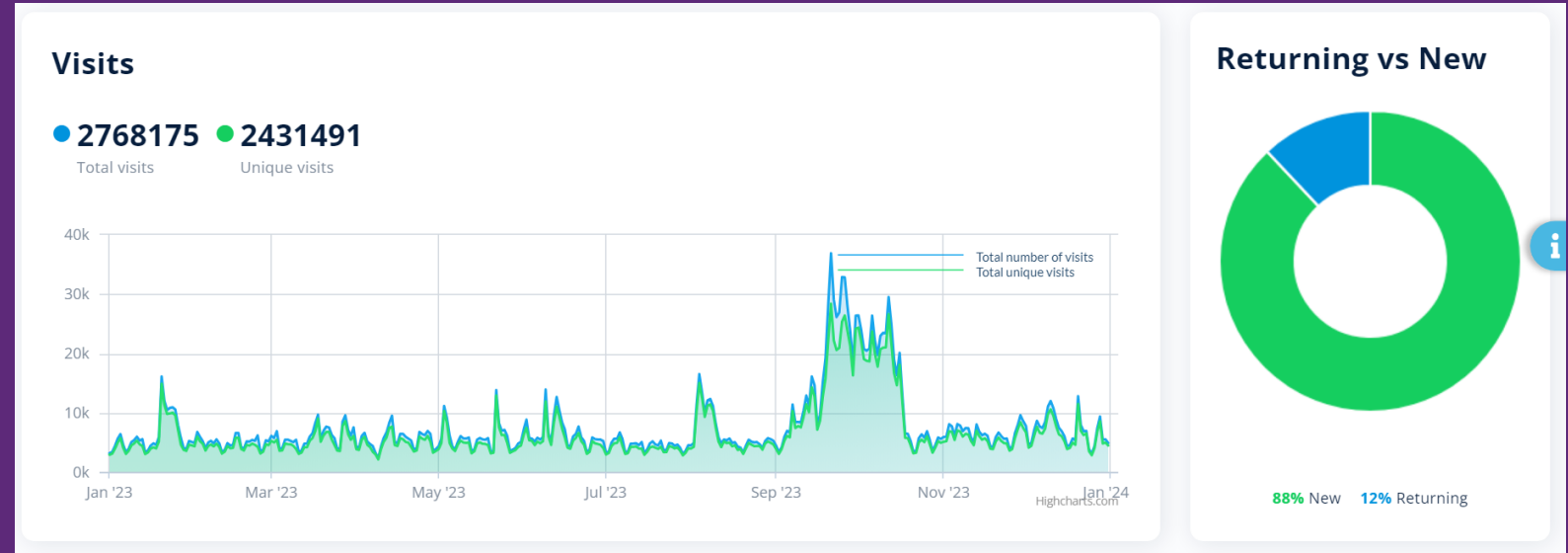
- Publicise research
- Promote teaching and learning stories
- Arrange interviews
- Provide 'expert comment'
- Respond to media enquiries
- Pitch stories
- Lead reputational
- Award stories
- Funding announcements
- Advertise events
- Staff appointments
- Project updates

Media Relations Network



News 'reach'

- 177 individual press releases sent to media in 2023
- Appeared in 7126 pieces 'top tier'



***Reach tracks potential number of views/clicks**



NASA's OSIRIS-REx mission collected asteroid samples in September 2023, 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

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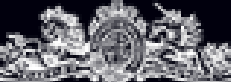
B B C

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

 **INDEPENDENT**

Nasa lands Bennu asteroid samples back on Earth

**FBMH & Boots No7
research
project/product launch
PR generated 50 pieces
of national media
coverage on first day.**



10 April 2023

World-first 'super peptide' technology
bio-hacks the skin's natural repair
process

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MailOnline



Crowds wait outside Boots for hours after demand soars for new anti-ageing cream hailed as 'Botox in a jar' that experts claim could help facial burns and scars

- Over 94,000 people signed up to waiting list for an anti-ageing range from No 7
- And many queued up outside Boots stores for up to two hours on Wednesday

Manchester
Evening News

Boots No7's 'most powerful' anti-ageing cream broke the internet - it's made my skin so flawless, I've ditched my foundation

THE  **TIMES**




BEAUTY

I tried No7's sell-out Future Renew serum. This is my honest review

Claire Coleman reveals the truth about the brand's hyped new release — and the results are surprising



Acute riverine microplastic contamination due to avoidable releases of untreated wastewater

Jamie Woodward ¹ , Jiawei Li¹, James Rothwell¹ and Rachel Hurley ^{1,2}

12 May 2021

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



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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

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

Share Tweet Like 9



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 UK'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...



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

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NEWS

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Science & Environment

Wastewater is 'polluting rivers with microplastic'

By Victoria Gill
Science correspondent, BBC News

© 13 May



BBC Inside Science
Microplastics in UK river beds

SOUNDS

the guardian

Water firms are main source of microplastics in UK rivers, study says

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



12 May 2022

...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](#)





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Media Training

mediafirst

specialists in communication training

Essential / Advanced Media Skills – Interview skills covering TV, Telephone, Print, Radio, Crisis, Debating, Industry Commentator and more...

Crisis and Media Management – Ranging from basic awareness courses for large groups to intensive courses for key spokespeople.

Message Testing (internal / external) – Whether honing an internal message for your staff or an external message to the media we can help you to craft your messages, and prepare for every eventuality.

Thought Leadership and Profile Raising – For seasoned media spokespeople who are looking to market themselves and their company as industry experts, commentators or thought leaders.

Intensive Presentations Skills and Impact Training – Media First has extensive experience of coaching individuals to speak to groups ranging from small meetings to an audience of thousands.

Social Media – Rather than just “awareness” and “traffic” our courses also focus on what to do so that measurable achievements can be produced.

Effective Press Release Writing / Selling your Story – Journalists rarely have time to read all of the press releases they receive so only the most effectively written and attention grabbing of press releases get noticed.

Business Paper / Article Writing – Whatever your writing requirement we can help you to create more engaging and impactful copy that will elicit the response you desire.

Supercharging your PR Activity – Developed in collaboration with a senior PR executive and a working journalist this course will help communications executives get your company noticed, with an enhanced reputation.

Recruitment Interviews – Put your potential latest employee through a mock media interview. Great for press, media and communications teams or more senior media focused positions.

THE CONVERSATION

Writing for the public: why and how



Sails and satellite navigation could cut shipping industry's emissions by up to a third

Published: November 21, 2023 4:54pm GMT

Authors



James Mason
Visiting Academic in Decarbonisation, University of Manchester



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Does COVID really damage your immune system and make you more vulnerable to infections? The evidence is lacking

Published: January 20, 2023 6:14am GMT



Author



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Disclosure statement

Sheena Cruickshank is affiliated with Independent SAGE.

Partners



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The Conversation UK receives funding from these organisations

Media Training dates available to book – March 14



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