

DRIVING ACADEMIC DIVERSITY IN OUR MEDIA VOICES

*campaign
launch*

Welcome: Vanessa Wilson

About the campaign: Beth Button and Justin Shaw

Panel discussion: Professor Vini Lander, Marverine Duffy & Professor Debra Humphris



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Justin Shaw

Communications Management



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A REPORT FOR THE UK HIGHER EDUCATION SECTOR

ACADEMIC EXPERTS AND THE MEDIA

Benefits and realities of working with journalists.

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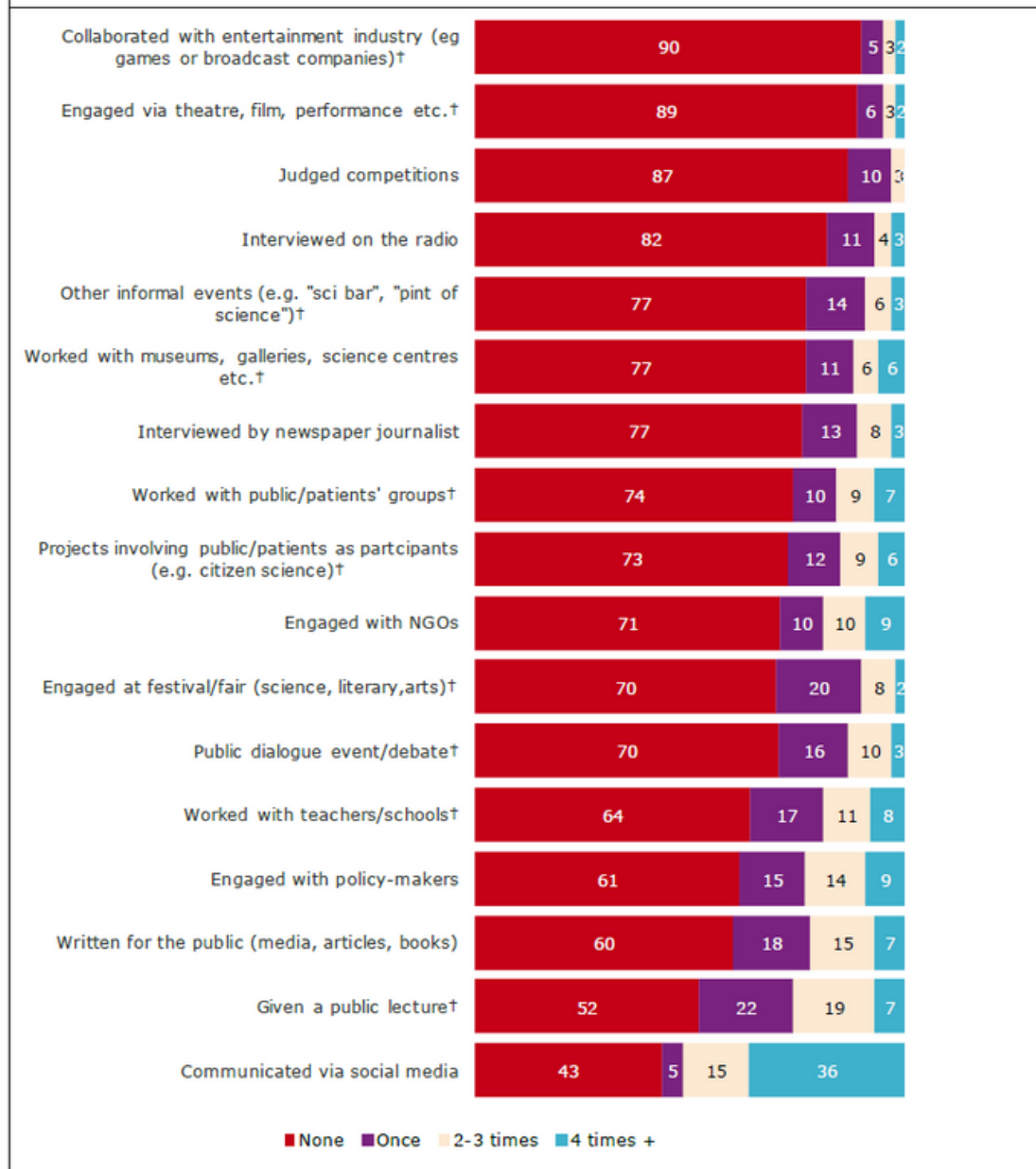
Factors affecting public
engagement by researchers

A study on behalf of a
Consortium of UK public
research funders

DECEMBER 2015



Figure 2.1: Participation in public engagement/communication activities in the past 12 months (2015)



Base: All researchers 2015 (n=2,454)
 † refers to activities included within Concordat definition

Table 2.2 displays the 2015 results for STEM (science, technology, engineering and maths) and AHSS (arts, humanities and social sciences) researchers. It also shows the 2006 results for the STEM subgroup for comparative purposes. Two clear trends are evident:

Engaging publics with research



Reviewing the REF impact case studies and templates
Executive summary

www.publicengagement.ac.uk



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The question



EXPERT POTENTIAL: There are approx 210,000 academics at UK universities (HESA) – I estimate 10-20% are “media and publicity” active – and so circa 190,000-170,000 “inactive”.



MEDIA EXPANSION: Channels and types (online, social media, etc.) – global access – desire to source experts and evidence.



PROMOTIONAL AND ENABLING CLIMATE: Demand for universities to be more competitive, distinctive, attractive, accessible and there’s been growth in professional resources – press officers, bodies/campaigns, and media training schemes/resources.

So - what's the problem?



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WHY SHOULD ACADEMICS BE WORKING WITH THE MEDIA?



We need to show passion and emotion – not just rely on the facts/evidence



It drives us to learn more about our subject matter



It's perfect for sharing our ideas and getting feedback + making connections



It helps us with career progression and new roles (public engagement)



It improves our performance in teaching and in writing bids



It's our duty



We have public investment so need to show our returns



We need to make an “impact” and we are being measured (REF/KEF)



Our raison d'être is about challenging and provoking – media is ideal for this



We need to take a stand against ill-informed and subjective voices

“Surely the whole point of being an academic is that, in some way, we are trying to make the world a better place.

It could be in a thousand different ways, but otherwise, what is the point of us being here?

For me, it’s a no brainer that we should be willing, able and keen to engage with the public, and the most obvious way of doing this is engaging with one form of mainstream media or the other - be it: giving interviews, putting out press releases, writing popular articles that the lay person can understand, right through to using social media, which is obviously a really powerful tool for reaching people these days. Many academics are still really ‘sniffy’ about using these channels, but that’s kind of crazy because this is the 21st century and if we really want to make a difference we need to use all the tools that are available.”

“The skills to be an academic are not that different from being a journalist. You have to assess information, you have to assess reliability, analyse and convey the analysis. The form of writing is different, and with audio or visual, the way of conveying it is different, but the basics are the same.”

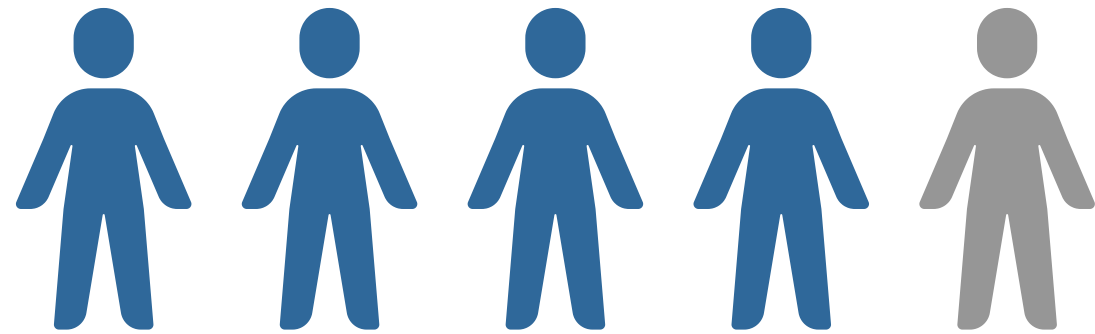
“I am very passionate about all this – I take as many opportunities I can get to go out. You can learn so much more about your interests. It’s about getting that connection with people and connecting them with these issues, and it makes me a much better researcher as well, and makes me think about what I am trying to do, what I am training my doctoral students to do, what I am teaching my students, and therefore what their influence will be – a circular thing really.”

Beth Button University Alliance



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Background to the campaign



We estimate that less than 1/5 of Alliance academics have had any level of media involvement in recent years, and this is too often not representative of the diversity of the academic community



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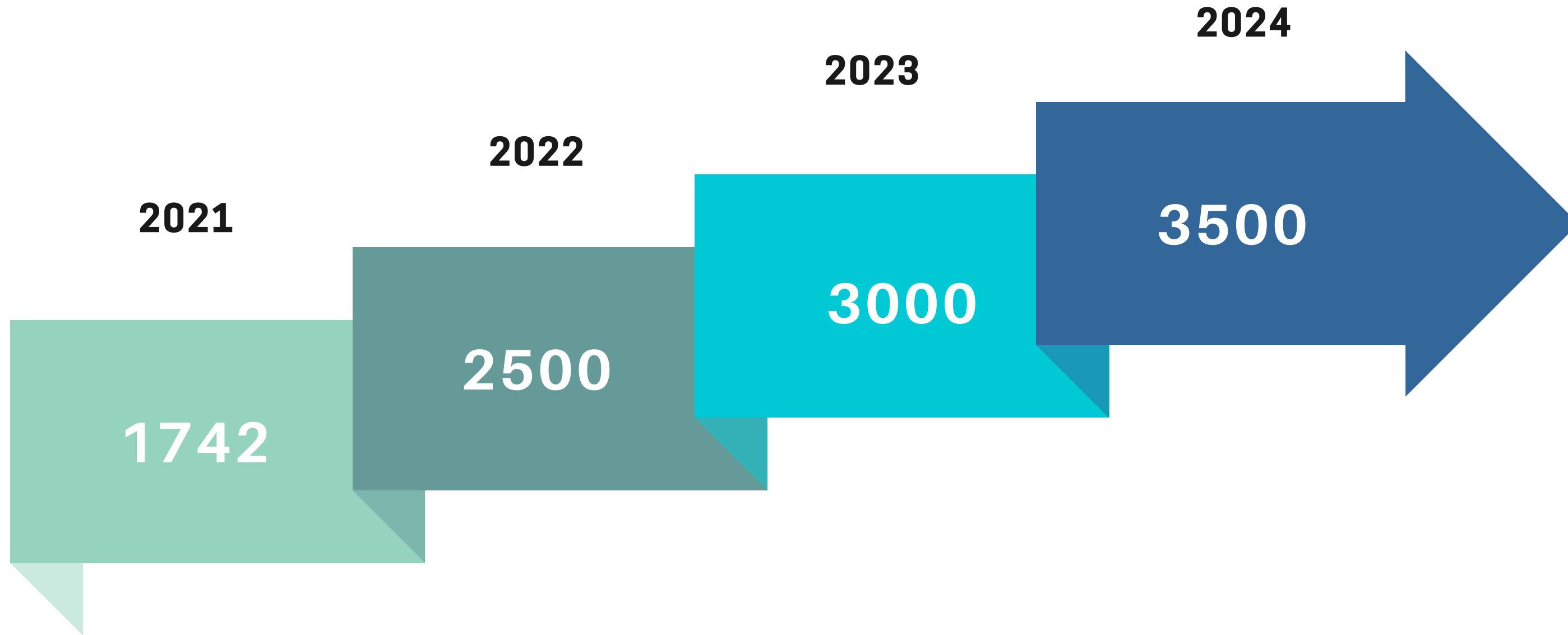
Campaign goals

1. **Double the number** of UA academics participating in media opportunities over 3 years.
2. **Increase diversity** of our UA media commentators - ensuring it represents the diversity of UA members regardless of their ethnicity, age, gender or disability.
3. **Raise the profile** of UA members within the media and drive interest in Alliance universities as a tremendous source of media expertise
4. Generate **awareness of the value** of research conducted by UA members within the media and the wider public domain



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TARGET

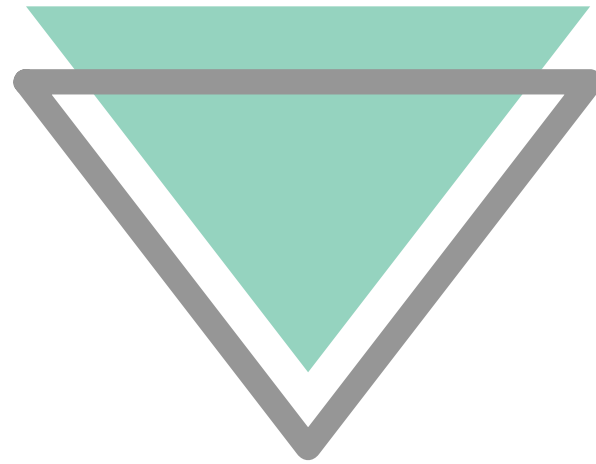


Mentions of UA academics gaining relevant media coverage



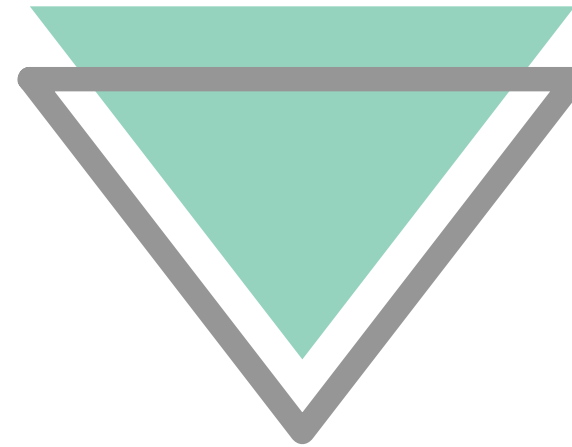
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Knowledge & skills



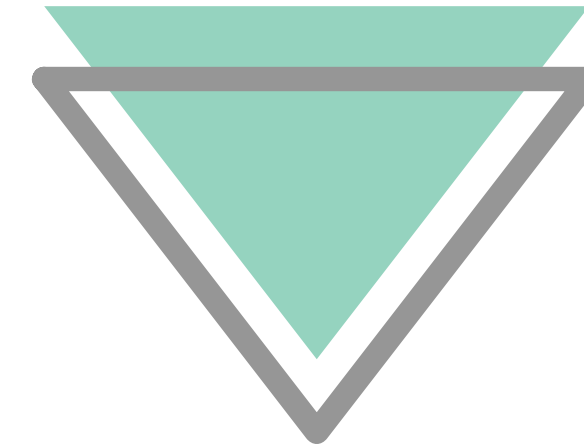
- Media training
- Social media training
- Press office engagement
- Sharing of facilities

Visibility and peer-to-peer support



- Media champions peer network
- Mentoring and support
- Visibility and role models
- Institutional buy-in

Media profiling of academic expertise



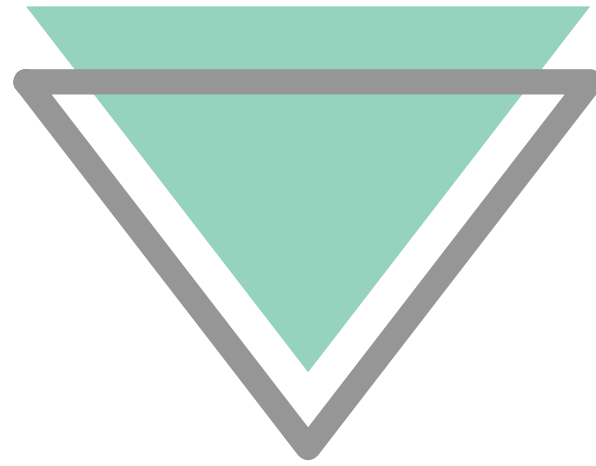
- 'Expert bank' on UA website
- Profile on ExpertFile
- Proactive campaigns of UA member strengths
- Media outreach



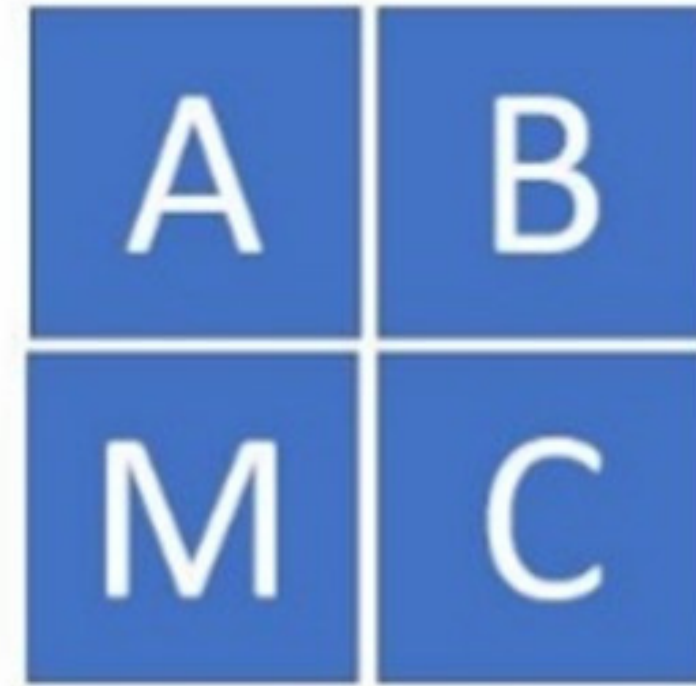
Stimulating internal and external demand



Knowledge & skills

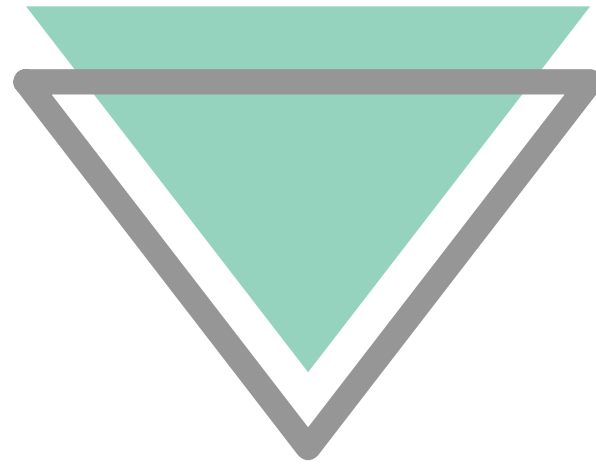


- **Media training**
- **Social media training**
- **Press office engagement**
- **Sharing of facilities**



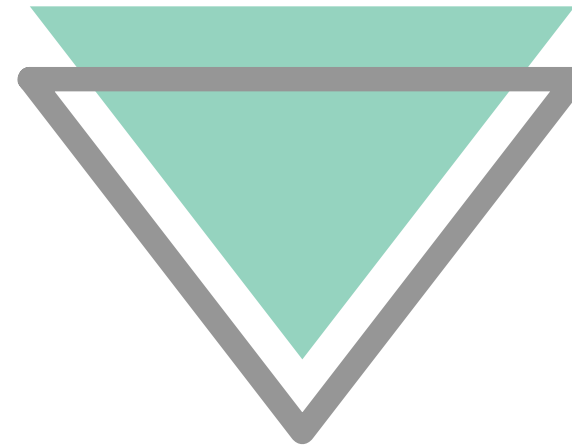
**Adam Batstone Media
& Communications**

Knowledge & skills



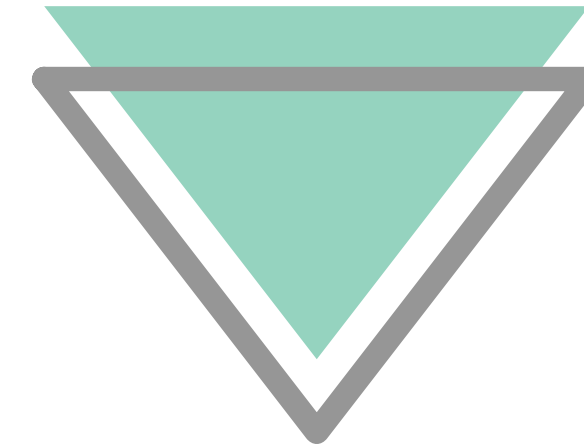
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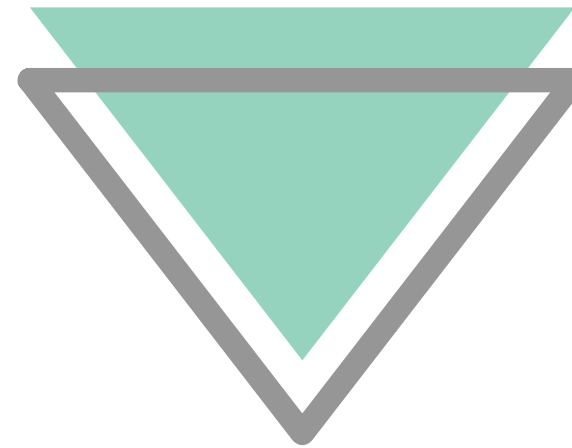
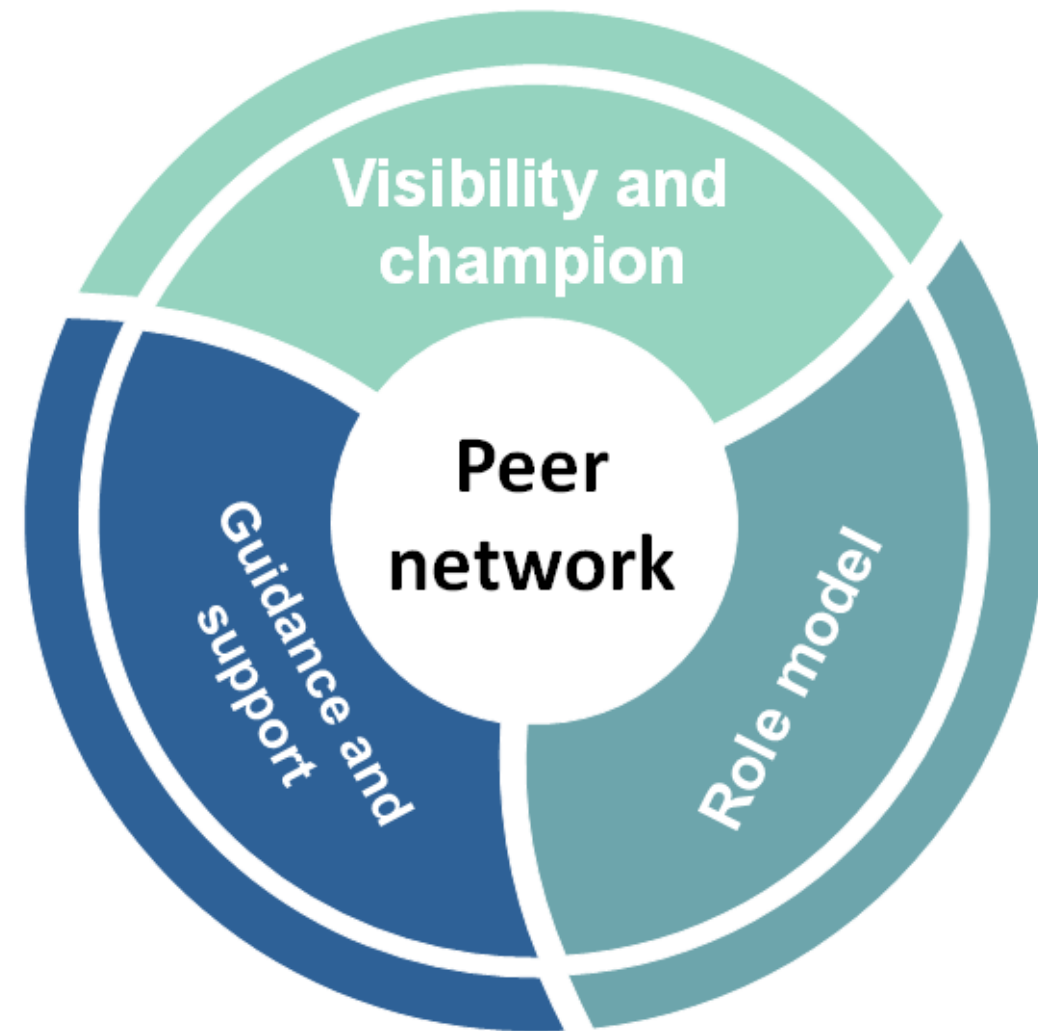
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Stimulating internal and external demand

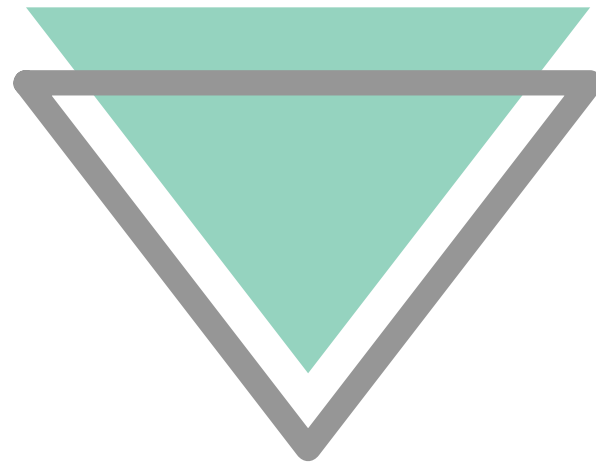


Visibility and peer-to-peer support



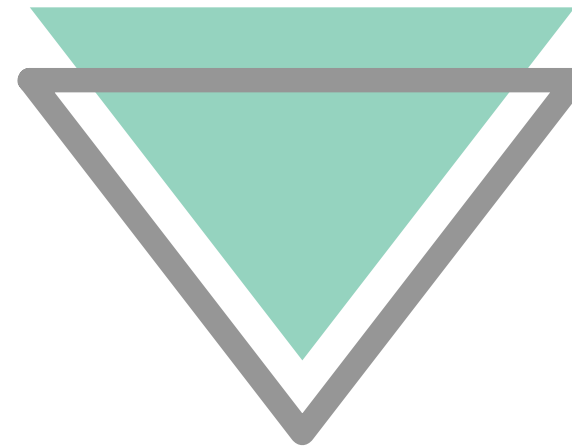
- 5 'Media champions' per university- emphasis on diverse representation
- Profiled on 'Expert bank'
- Volunteered to support through peer network
- Promote value and opportunities to colleagues and be available for guidance and mentoring

Knowledge & skills



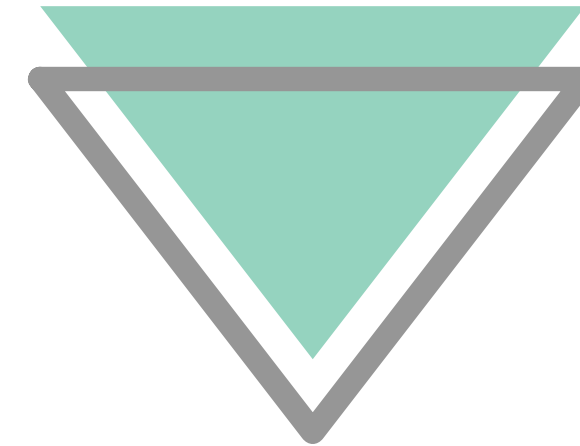
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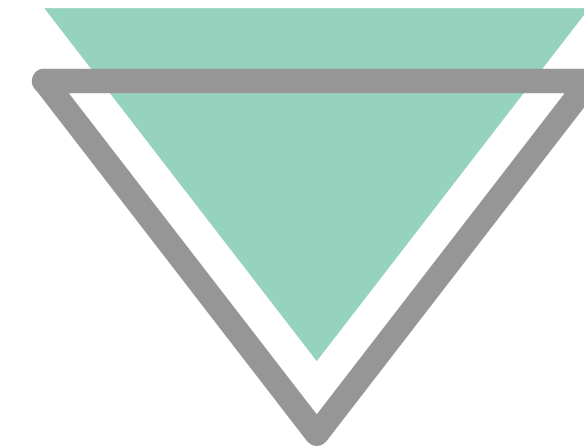


Stimulating internal and external demand





Media profiling of academic expertise



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Expert Centre

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Sort: Name



DR CHERYL ALLSOP

Senior Lecturer in Criminology

She researches cold cases & unsolved murders - with interest in the police investigation processes & how detectives make decisions.

- Unidentified Found Remains
- Cold Case Reviews
- Missing Persons
- No Body Murders



PROFESSOR KEHINDE ANDREWS

Professor of Black Studies

Kehinde Andrews is Professor of Black Studies and Director of the Centre for Critical Social Research at Birmingham City University.

- Black Lives Matter
- Community Activism
- Ethnicity
- Race
- Racism
- Black Studies
- Slavery



PROFESSOR IMRAN AWAN

Professor of Criminology

He is one of the UK's leading criminologists and experts on Islamophobia and countering extremism.

- Conspiracy Theories of Lockdown
- Bigotry
- Extremism
- Islamaphobia
- Crime
- Criminology



PROFESSOR SUE BACKHOUSE

Professor of Sport Psychology and Behavioural Nutrition

Her particular expertise is in athlete welfare, drug use in sport, why athletes dope, what makes athletes vulnerable to doping and more.

- Whistleblowing
- Athlete Welfare
- Drug Use in Sport
- Doping
- Sports Integrity
- Clean Sport



PROFESSOR DAMIAN BAILEY

Professor of Physiology

He investigates how the human brain uses oxygen and the link between the brain and exercise.

- Exercise
- Hypoxia
- Neuroscience
- Brain Damage
- Brain Injury
- Oxygen Flow in the Brain



DUNCAN BAKER-BROWN

Senior Lecturer in Architecture

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Vaccines, R&D and the Budget


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University Alliance @UniAlliance As part of our #UAcademicDiversity campaign we're offering training for our member academics with media experts on how to work with the press. Our first session is on 28/04 provided by our media coaching partner former BBC journalist @adambat. More here unialliance.ac.uk/about/events/m...



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Dr Nazanin Zand
 Associate Professor of Food and Science Nutrition | University of Greenwich
 Greenwich, England, UNITED KINGDOM

She researches - and advises industrial partners - on issues of nutrition, food content and food production.

[CONTACT >](#)

Areas Of Expertise (10)

Catering Baby Food Healthy Eating Special Diets Food Diets Nutrition Food Allergies Obesity

Airline Food

Biography

Dr Nazanin Zand is Associate Professor of Food and Science Nutrition in the School of Science at the University of Greenwich. She researches - and advises industrial partners - on issues of nutrition, food content and food...

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Media Mentions (6)

Food Unwrapped
 Channel 4 online
 2020-09-15

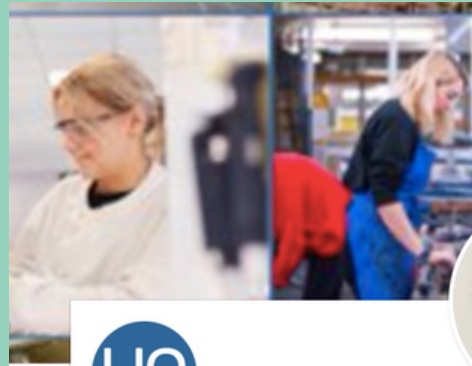
Jimmy Doherty investigates whether protein supplements really build a buff body; Matt finds out which foods generate the most wind; and Kate Quilton lifts the lid on peanut butter

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Secrets Of Your Supermarket Food
 My5 online
 2020-05-07



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Dr N

Associate Professor of Food
Greenwich

She researches - and advises industrial pa

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[view more](#)

Secrets Of Your Supermarket Food

My5 online

📅 2020-05-07



You're about to send [Dr Nazanin Zand](#) a [Media](#) Inquiry!

Contact Details ✉

Full Name *

Enter your full name

Organization

Enter your organization

Email *

Enter your work email

Phone

Enter your work number

Message (max. 1500) *

Your message to Dr Nazanin here...

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Select media position

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Select a respond by date for your media inquiry

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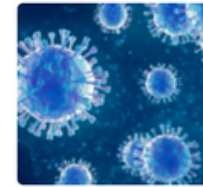
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5 min read



What's Next for the Telecom Industry in Canada?

6 min read



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University of East Anglia
April 26 · 5 min read



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University of East Anglia
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Forbes Ranks ChristianaCare as one of the best employers for diversity and inclusion in the United States

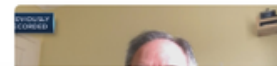
ChristianaCare also ranks as No. 1 overall employer for diversity and inclusion in Delaware, No. 14 among U.S. health systems (WILMINGTON, Del. – April 23) magazine ranked ChristianaCare ...

ChristianaCare
April 23 · 3 min read



COVID expert: Prof Lawrence Young, UK

Professor Lawrence Young of the University of Warwick is one of the go-to experts in the UK on COVID-19.



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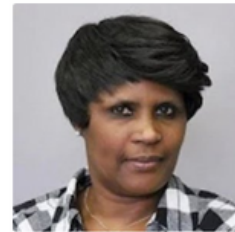


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Catering Baby Food Healthy Eating Special Diets Food



Liliane Binego

Researcher in Stabilisation Agriculture | Coventry University

Liliane Binego's research work involves responding and building resilient food production systems in fragile environments.

Sustainable living Adaptive Management of Biotic Stressors

Pre and Post Disaster Response Food Security Fragile Environments



Dr Duane Mellor

Senior Teaching Fellow, Aston Medical School | Aston University

He is an experienced dietician, researcher & educator having published over 60 papers in the fields of dietetics, nutrition & food science.

Food Science Dietetics Diabetes Obesity Nutrition



Dr Verity Jones

Senior Lecturer in the Department of Education and Childhood | UWE Bristol

Her area of interest is developing young people's education on sustainability.

Public Engagement Eco-fashion Sustainability Education Natural Food Sources

Edible Insects

Top Topics

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- Epidemiology
- Innovation
- Marketing Strategy
- COVID-19
- Food
- Sustainability
- Branding
- Coronavirus
- Diet
- Public Policy
- Agriculture
- Global Health
- Neuroscience

Media

- publications
- photos
- documents/slides
- videos

Location

- United-States
- Canada
- United Kingdom
- Australia
- India

LATEST SPOTS

Novel coronavirus

A coronavirus according to University · April 26 · 5

Smell test

Steroids smell expert University · April 26 · 3

Forbes diversity

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COVID

Professor

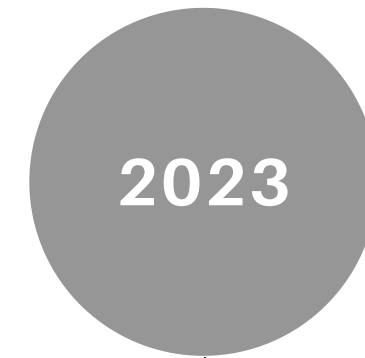


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CAMPAIGN TIMELINE

Media champions
nominated

Peer network
established



Campaign
development with
UA members



Proactive profiling of academics
Ongoing training and development opportunities

Campaign launch

Target met



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DRIVING DIVERSITY IN OUR MEDIA VOICES

*campaign
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Professor Vini Lander, Marverine Duffy & Professor Debra Humphris

Please submit your questions using the Q&A function



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DRIVING DIVERSITY IN OUR MEDIA VOICES

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1. Share the campaign with colleagues
2. Encourage involvement e.g. via media workshops
3. Support the media champions as peer to peer supporters



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