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Centre for Ageing Research and Development in Ireland

Using new and old media to engage and communicate research

“Old” media

“New” media



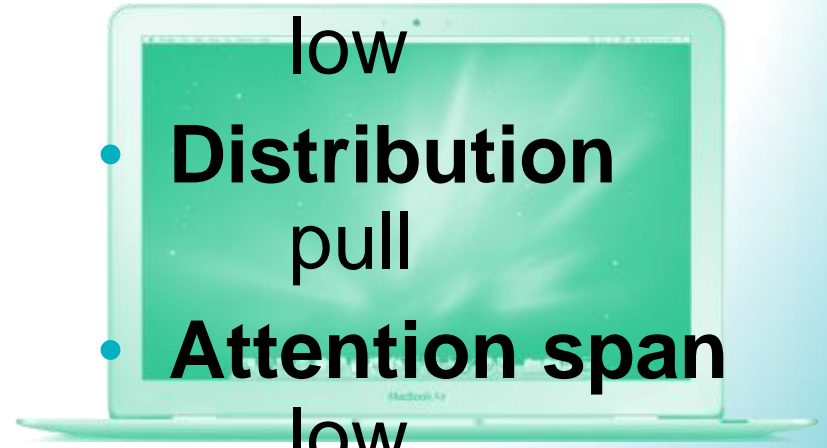
“Old” media

- **Threshold**
high
- **Distribution**
push
- **Attention span**
moderate
- **Pricing model**
paid



“New” media

- **Threshold**
low
- **Distribution**
pull
- **Attention span**
low
- **Pricing model**
free



“Old” media

“New” media



Ingredients of a news story

- People! (or, failing that, animals)
- Money (the more the better)
- Drama, twists, rows, conspiracies and cock ups
- Extremes (biggest, fastest, smallest...)
- Humour and astonishment

A “good” research news story

- is new to readers
- passes the “so what” test
- surprises
- provokes a reaction
- has appeal to people outside your area
- **and maybe also...**
 - has direct relevance to readers
 - reveals something new about the world
 - is a marmalade dropper (shock up to a point)
 - entertains and amuses

The 60-second press release

1. Aim it at the journalist...
 - so write it like it's a newspaper article
2. Order stuff by importance...
 - summarise first, then go back and fill in details
3. Prioritise the story...
 - don't let the journalist get bored or distracted

The 60-second press release

4. Keep those paragraphs ludicrously short...
 - press return after every sentence

5. A quote adds human interest...
 - and allows for more subjective commentary

6. Your headline won't survive...
 - so aim it at the journalist, not the newspaper

Anatomy of a press release

Organisation

Hull and East Yorkshire Hospitals 
NHS Trust

Date

December 9th, 2008

Headline

TRUST FINANCE TEAM IS BEST IN UK

Leading paragraph

The Finance team at Hull and East Yorkshire Hospitals NHS Trust has been recognised as HFMA (Healthcare Financial Management Association) Accounts Team of the Year for 2008.

The HFMA awards have been running since 2004 and are the most comprehensive awards programme for healthcare financial management and governance. In total twenty one organisations and individuals were short-listed for the eight awards.

Last year Trust Director of Finance, John Barber, who joined the Trust in 2006, was short-listed for the accolade of Finance Director of the year. Since joining the Trust Mr Barber has overseen a rigorous financial turnaround plan which has seen significant efficiency savings made while at the same time enabling very significant investments and developments of service. The Trust has moved from a position where it was recording a deficit and producing an annual loss, to deliver a surplus of nearly £7m last year and is expected to produce a surplus this year of £5m.

Story

Last year external auditors praised the Trust for a 'transformation' in the way it manages its finances and the organisation has seen an improvement in its healthcare rating this year. While the Healthcare Commission value for money rating was 'fair' in 2008 this is due to a small outstanding historic deficit. It is expected to improve again in 2009.

Chief Executive Stephen Greep said: "This is a fantastic achievement by our finance team. Since he came to the Trust John has been instrumental in strengthening our financial position each year to the point where we are now seen as having the best performing finance team in the UK by HFMA. I would like to personally congratulate everyone in that team and thank them for their incredible performance."

John Barber, added: "We were very pleased to win this prestigious award from HFMA as it provides testament to the Directorates financial management and accounting skills and progress, which have also contributed to the Trusts overall financial strength."



Anatomy of a press release

Quote



HFMA chairman Chris Calkin, who sat on a number of judging panels and presented the awards, said the HFMA Awards were 'an opportunity to celebrate the contribution and success of finance teams across the UK'.
He added: "Throughout the four home nations, healthcare finance teams continue to excel in terms of their professionalism and in the quality of advice, guidance and support they provide to colleagues and service users in healthcare organisations across the UK."

'Ends'



ENDS

Contact info



For further information, please contact Myles Howell, Communications Manager, Hull and East Yorkshire Hospitals NHS Trust on 01482 674054.

Notes for editors



Notes for editors:

- Hull and East Yorkshire Hospitals NHS Trust is one of the largest acute trusts in the UK, providing a full range of acute services to almost 600,000 people in the Hull and East Yorkshire region.
- The Trust also provides a number of sub-specialties serving a wider population of up to 1.2million in North Yorkshire, North and North East Lincolnshire.
- The Trust is a trauma, cancer and tertiary centre as well as a partner in the local medical school (HYMS) with strong links to the University. The Trust manages two main sites: Hull Royal Infirmary and Castle Hill Hospital
- It has 1,500 beds, over 7,500 staff and an annual income of approximately £400m (2008/2009).
- In July 2008 the Trust saw the opening of the £12m Medical Research and Day Surgery Unit and in August 2008 the £67m Cancer Centre
- A £48m Cardiac and Elective Centre will open to patients before the end of the year

What is a blog?

- Like a newspaper editorial column, but...
 - ...also like a personal diary...
 - ...also like an opinion piece...
 - ...also like a bulletin board...
 - ...also like a discussion forum...

<http://blog.kt-equal.org.uk/how-to-write-a-good-blog-post/>

The Boomer Chronicles

A 50 something baby boomer explores middle class, small in America, and other compelling ideas.

The Death of Mayor Bloomberg's Mom

June 23rd, 2011

Around these parts, the death of New York City Mayor Bloomberg's mom is big news. Why? Because Charlotte Bloomberg lived most of her life in Marlford, Massachusetts, just outside Boston. With her son's extraordinary wealth, she could have lived on the French Riviera, or anywhere she wanted. But she was happy to stay in quiet, little Marlford. For those who know her, Charlotte was a free thinker. She died at age 102, but had the energy of a much younger person. Read the line from the glowing *Boston Globe* obituary on Charlotte Bloomberg:

"As the center of our family, our mother's unimpeachable integrity, fierce independence, and constant love were gifts that profoundly shaped our lives and the lives of so many who knew her," [Mayor Bloomberg] said in a statement. "Our family recognizes how truly blessed we have been to have her live such a long and full life, and to be able to carry her spirit with us forever."

Mayor Bloomberg was known to call his mother every day. I'm impressed.

Posted in Boston | 3 Comments →

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About This Blog

UK blog

Back to the Age UK site

Crisis campaign

Over recent days and weeks we have seen increasing coverage [and it covers all the angles](#), and weeks, that it often fails to take it to their face. Stories of unmet need, abuse and mental health issues usually quit in these issues.

Dr. [Gavin Campbell](#) which shows the extent of the and that is facing social care, and we predict that it will only months and years to come.

Age UK is social care in the next few years (despite the only £2bn from the Government to fund the shortfall) and the number of older people over 85 will increase by 45% in the same timeframe. Demand will increase and supply will decrease, adding more pressure to an already overloaded system.

Which means you, more than ever, it's critical that we have a successful proposal for reform, followed by concrete and decisive action by Government. Age UK is looking forward to the early July publication of [Andrew Dilnot's proposals](#) for the future funding of care and support.

Indeed this is our major beacon of hope – similar commissions have tried and failed to negotiate reform and these opportunities are rare. It is vital that Dilnot's recommendations are serious contenders for a future funding model so that in future we can be proud of our

Search The Age UK Blog

Twitter Updates

- age_uk: @myukblog chris: "What's good" 1:46w 21 Jun 2011
- AgeUK's RT @offbeat: Women disproportionately affected by...

...cal values

...Created by the Centre for Metaphysics and Mind (CMM), Leeds, UK.

Recent Posts

- [Selling councils lose](#)
- [Equality Law in the Spotlight](#)
- [Launch of Care in Crisis campaign](#)
- [Agencies in Crisis - new report](#)
- [What the Government heard about the NHS](#)

Blog Archive

- ▼ 2011 (4)
- ▼ June (1)
- ▼ [Queen's funeral \(update\)](#)
- April (2)
- January (1)

Recent Comments


Links

- [Centre for Metaphysics and Mind, University of Leeds](#)
- [Alannah, Metaphysics and Mind Review", 23rd 23rd June 2007](#)
- ["Can there be metaphysics?" New and Old, 17th March 2007](#)
- ["Biting" Bill Conference at Leeds, 1st-2nd Sept 2006](#)

What is a blog?

- Usually written by a definite named individual (not 'corporate')
- So it can be:
 - reflective
 - personal
 - controversial
 - incomplete or hesitant
 - informal

Who reads blogs?

- Blogs are websites – anyone can read them
- Readers can subscribe using RSS 
- Successful blogs get a following of interested and committed readers
- Readers can comment and interact
- ‘Blogrolls’ and ‘hat-tips’ complete the circle and lead to mutual back-slapping

The 30-second blog

1. Write about anything...
 - but current, controversial or zeitgeisty is good
2. Quote and link liberally...
 - most blogs refer to other blogs and news articles as a starting-point for discussion
 - links also make your blog more Google-friendly
3. Invite feedback...
 - ask readers for comments

What is Twitter?



What is Twitter?



<http://blog.kt-equal.org.uk/using-twitter-at-conferences-and-workshops/>
<http://blog.kt-equal.org.uk/using-twitter-in-ageing-research/>

What is a tweet?

- A single thought
 - broadcast by a named person or organisation
 - 160 characters max
- Often simply sharing an interesting link with a very brief comment

How does Twitter work?

- Follow people whose tweets interest you, and they might follow you
- Use a client, not the main website
- Mention keywords ('hashtags') in your tweets so that people can search for discussions that interest them

What makes a good tweet?

- **Boring:**
 - Event on research communication in Belfast today.
- **Better:**
 - Excited about our lineup of speakers for #cardi11!
We'll keep you posted on key points from the debate.
- **Best:**
 - Looking forward to lively debate at #cardi11. Speaker list: equal.ac.uk/event What would YOU ask them?



I want to reach a lot of people!	X		
I have some exciting high-profile news!	X		
I'd like to float this idea among interested people.		X	
I want to get on my soapbox about this.		X	
Oooh! Look what I found!			X
Hey, don't forget about my big presentation tomorrow!			X

Your task

- Each table:
 - choose a piece of research you want to portray
 - write one or more of the following
 - A tweet
 - A blog entry
 - A newspaper page (including picture, headline and main points)
 - The top of a press release