



Promoting Your Research and Innovation Press Releases/News Items within UCD

Practical Guide



December 2020

Prepared by
UCD Research and Innovation

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INTRODUCTION



This document has been prepared specifically for new communication and/or marketing and/or engagement staff who join University College Dublin.

It aims to provide them with a practical and short overview of internal communication channels to which they can submit press releases/news items, in particular if related to research and innovation activities, for consideration.

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RESEARCHERS AT UCD

Researchers at University College Dublin, who think that some aspect of their research activities (e.g. publication of academic paper, research funding, awards, commercialisation) may be of potential interest to the news media, are encouraged in the first instance to contact their local Communications/Marketing colleagues. They can then discuss the potential news item and its newsworthiness with the local Communications Manager and to seek his/her advice and guidance on the next steps involved.

Following these discussions the Communications Manager will then decide whether to prepare and issue a press release to the media themselves and disseminate the release further internally within UCD, or inform and discuss with Communications staff in the UCD University Relations Office and/or Communications staff in UCD Research and Innovation, or decide to advise the researcher that the proposed news item does not have media appeal (internal or external).



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INTERNAL CHANNELS TO DISSEMINATE PRESS RELEASE/NEWS ITEMS

Within UCD there are a number of channels which you can use to send your news stories.

3.1 UCD University Relations

UCD News Desk: Press releases can be sent directly to the main UCD news desk e: newsdesk@ucd.ie for consideration for the UCD Home Page and/or UCD social media channels.

UCD Today Magazine: An email call for content for inclusion in this quarterly university magazine is issued to colleges, schools and units. If you have material for inclusion, you can respond to this call at the time or send materials in advance of the call to e: ucdtoday@ucd.ie for consideration.

President's Weekly Bulletin: If you think you have a (short) news item which warrants potential inclusion in the President's Weekly Bulletin send the item to Mary Staunton, e: mary.staunton@ucd.ie, for consideration. Include the names of Colleges/Schools etc of the key UCD personnel involved in the news item.

3.2 UCD Research and Innovation

Send any press releases/news items to the following UCD Research and Innovation staff for consideration to be shared on the UCD Research or UCD Innovation websites and/or social media platforms.

Caroline Byrne, Communications Manager, UCD Research, e: caroline.byrne1@ucd.ie

Micéal Whelan, Communications and Media Relations Manager, NovaUCD, e: miceal.whelan@ucd.ie

3.3 Own Channels

Ensure to publish press releases/news items on your own College/School etc website and share via College/School social media platforms and tag other relevant UCD social media accounts.

3.4 UCD Student Publications

Consider sending your press releases/news items to the UCD Observer and/or College Tribune papers.

news@universityobserver.ie
editor@universityobserver.ie

news@collegetribune.ie
editor@collegetribune.ie

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PRII

The Public Relations Institute of Ireland (PRII) produces an annual media sourcebook which is the only hard-copy guide to media contacts in Ireland. The sourcebook also provides a listing for photographers and contact details for PRII Members. The book is provided free to members and is available for purchase by non-members.

The PRII sourcebook is General Data Protection Regulation (GDPR) compliant. The PRII also provides a GDPR resource for members available via www.prii.ie/news/2018/new-gdprresource-for-members.html

The PRII also run a number of professional development training workshops and longer certificate and diploma courses (for members and non-members). These are designed to develop specialist expertise in key areas of PR and communications. The focus across all PRII programmes is on practical learning and transferable skills, allowing attendees implement what you have learned, to work more efficiently and contribute more effectively.

Further information: <https://www.prii.ie/>

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ALPHAGALILEO.ORG ACCOUNT

UCD Research and Innovation has a 1-year subscription for AlphGalileo.org. This subscription allows UCD to have multiple communications staff members registered as contributors on the account.

If you would like to register as a contributor (with an individual login) please contact e: miceal.whelan@ucd.ie

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CONTACT

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