# Media Coverage Report Analysis

06.11.2014 – 06.12.2014

<table>
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<tr>
<th>Volume</th>
<th>AVE</th>
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<td>389</td>
<td>£ 5 091 668</td>
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Summary

During this period the University received media coverage across all channels, in particular for the following:

The **DNA and genealogical study on King Richard III** which confirmed the identity of his remains found in Leicester and uncovered new truths about his appearance and Plantagenet lineage dominated the national news this month. It was picked up by top publications including *The Guardian, BBC News, The Telegraph, Metro, TIME, Financial Times, Express, The Times (subscription only)*, the *Independent* and also featured heavily across all of the broadcast channels including *Channel 4 News, BBC Radio 4 and BBC Radio 5 Live*. International coverage (not included in statistics) included *The Japan Times, USA Today, Euronews, Radio New Zealand News* and *International Business News Australia*. The research is cited as one of the biggest scientific achievements of 2014 in the *Calgary Sun* and the *Outer Places* website.

Scientists in our Department of Physics and Astronomy featured heavily in coverage of the **Rosetta/ Philae space mission** including several mentions in *The Guardian, The Telegraph, Daily Mail*, and the *Independent*.

A study, led by researchers from the Leicester Diabetes Research Centre, which identified a link between **fast-food outlets** in inner-city neighbourhoods and Type 2 **diabetes and obesity** was covered by *The Guardian, BT, Daily Mail, The Sun (link unavailable)*, *ITV Central News, Science Daily* and *Diabetes.co.uk*

HE and Me: **Professor Paul Boyle featured in an in-depth interview** in the *Times Higher Education Supplement* and was also a guest on BBC Radio Leicester’s Ben Jackson Show on Thursday 20 November where he was given the chance to pick his choice of songs to be played.

You can view an overview of the University’s coverage via Google
*Spike in volume (03/12/2014) represents Richard III paper