Media Coverage
Report Analysis

07.08.2014 – 03.09.2014

<table>
<thead>
<tr>
<th>Volume</th>
<th>AVE (Advertising Value Equivalent)</th>
<th>OTS (Opportunities To See)</th>
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<tr>
<td>527</td>
<td>6 665 822</td>
<td>933 370 923</td>
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Summary

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

The passing of Lord Attenborough who had a lifelong association with the University of Leicester generated lots of media coverage as tributes came pouring in for the Distinguished Honorary Fellow in the press. The University provided tributes and was mentioned in a number of publications and broadcasts including The Independent, The Mirror and ITV News and Good Morning Britain on ITV.

News that a team of scientists from the Departments of Chemistry and Infection, Immunity and Inflammation has developed an ‘electronic nose’ for rapid detection of C-diff infection was picked up by several media outlets including the Daily Mail, ITV News, Fox News, and Medical News Today.

Researchers in our School of Museum Studies will analyse results of a project which uses smartphone technology to give statues in London and Manchester a voice. The University was mentioned in The Guardian and trade publications Design Week and Shiny Shiny.

Professor James Fitchett, of our School of Management featured in the Daily Mail, Debt Management Today, and FTSE Global Markets due to an independent research report which claimed soaring family debt could damage UK economy.

The University received significant coverage during the Clearing period including case studies in the Telegraph, The Guardian and coverage in local media; BBC East Midlands Today (broadcast), BBC Radio Leicester (broadcast) and the Leicester Mercury.

Frances Stone, Head of our Residential and Commercial Services (RACS) featured in the Times Good University Guide talking about residential options for students.

A HSBC report named Leicester as the most affordable university for students and this was highlighted by The Guardian, The Telegraph and Moneywise.


The Times Higher Education received a welcome retort to suggestions that the University played a part in the ‘Star Wars-esque’ suit of armour in the Richard III Visitor Centre.
The majority of coverage received by the University during this period was positive. Negative coverage included redundancies and the aforementioned reception of some of the displays in the Richard III Visitor Centre.