Media Coverage
Report Analysis

08.07.2014 –
06.08.2014

Volume

398

AVE
Advertising Value Equivalent

5 967 007

OTS
Opportunities To See

767 011 196
Summary

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

‘The Secret Life of Students’ – The Channel 4 documentary concluded its four part series and received 39 more mentions between the specified dates. Key appearances included a BBC Online feature which focused on the innovative technology used to monitor the students’ digital lives. The Guardian and The Telegraph found the show underwhelming, whereas the Huffington Post and What Uni student blogs found the show insightful and reassuring. Overall, the show has generated a lot of publicity, and only a very small amount has reflected in what could be perceived as a negative way on the University. The amount of people talking about the documentary on Twitter and student blogs has raised the profile of Leicester significantly and far outweighs any negative comments.

News about Professor Sir Alec Jeffreys being awarded the Copley Medal, believed to be the world’s oldest scientific prize, by the Royal Society for his pioneering work on DNA variation was picked up by many media outlets. These included The Independent, the BBC, Times Higher Education and also local television news programmes, BBC East Midlands Today and ITV Central.

The discovery of Late Iron Age and Republican Roman coins by ULAS archaeologists in Derbyshire hit all the local newspapers including the Derby Telegraph, CountyLife (print) and even BBC's Countryfile (broadcast).

A book, written by Dr Irene Zempi and Neil Chakraborti from the Department of Criminology, which explored the views of Leicester-based Muslim women who wear a full veil, was covered by the Leicester Mercury and also featured on BBC Radio 4.

Dr Jennifer Fleetwood also appeared on BBC Radio 4’s Women’s Hour programme commenting on the subject of drug smuggling.

Cancer Stories, an online video project led by Dr Alex Mitchell in the Department of Cancer Studies and Molecular Medicine appeared on ITV Central News, Leicester Mercury and BBC Radio Leicester.

As part of the Physics Special Topics module, students in the Department of Physics and Astronomy calculated that Superman would need solar panels the size of two football pitches in order to fly and also discovered that Wallace’s gravity defying wrong trousers would actually be feasibly possible. These stories were picked up by the Daily Mail (wrong trousers), CNET (wrong trousers), Phys.org (wrong trousers), NBC News (wrong trousers), the Leicester Mercury (Superman), NDTV (Superman), Phys.org (Superman) and CNET (Superman).
university of leicester
Volume by tone

- **Positive (328k)**
- **Balanced (12k)**
- **Negative (7k)**