<table>
<thead>
<tr>
<th>Volume</th>
<th>AVE Advertising Value Equivalent</th>
<th>OTS Opportunities To See</th>
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</thead>
<tbody>
<tr>
<td>558</td>
<td>1 576 349</td>
<td>181 701 263</td>
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Summary

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

‘The Secret Life of Students’ - The first in a four part documentary series following 12 first year students at the University aired on Thursday 3 July. The programme gained many mentions in the ‘Top TV Picks’ sections in the media prior to airing and generated extensive coverage afterwards. The majority of these reflected well on the University and gained positive publicity, including The Guardian, Digital Spy, The Huffington Post and The Independent. A piece in The Telegraph was more critical – but an academic from the University of Glasgow disparaged this article on The Conversation by highlighting the positive actions made by the students in relation to STIs.

The study into rates of pre-diabetes in English adults co-authored by Professor Richard Baker, M.D., from our Department of Health Sciences gained national coverage and was broadcast across the BBC channels including Radio 4, 5 Live, East Midlands Today and several local radio stations. The study was also covered by The Guardian, the Daily Mail and The Telegraph and Voice of Russia.

News of Eugenie De Silva, believed to be Britain’s youngest PhD student studying at Leicester by distance learning under the supervision of Professor Mark Phythian from our Department of Politics and International Relations, caught the attention of the BBC, The Independent and the Leicester Mercury.

A project led by Dr Roland Leigh, from our Department of Physics and Astronomy, which will use electric cars to measure levels of pollution around Leicester made quite an impact on the local and trade media. It was featured on BBC Radio Leicester, ITV Central News, the Leicester Mercury as well as Air Quality News.

The study by Dr Alex Mitchell of our Department of Cancer Studies and Molecular Medicine, into how asking two simple questions could help GP’s identify patients with drinking problems, gained national coverage including The Independent, Metro, and the Daily Mail.

A Leicester-led study combining the expertise from our departments of Archaeology and Ancient History and Department of History of Art and Film, by investigating ‘vanishing’ pubs in England enthused trade publications including Inapub, The Publican’s Morning Advertiser, and Culture 24.
university of leicester