Media Coverage
Report Analysis

04.09.2014 – 04.10.2014

<table>
<thead>
<tr>
<th>Volume</th>
<th>AVE (Advertising Value Equivalent)</th>
<th>OTS (Opportunities To See)</th>
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<tr>
<td>606</td>
<td>2 706 292</td>
<td>300 143 866</td>
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Summary

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

The University received extensive national and international coverage for the latest Richard III paper published in the Lancet, which gives a detailed account of the injuries inflicted on King Richard III’s body. The research was conducted by the Forensic Pathology Unit and Department of Engineering and featured in The Telegraph, The Guardian, The Daily Mail, and BBC. International coverage included CNN, Fox News and New Statesman (not reflected in statistics).

On 10 September, the University celebrated the 30th anniversary of the discovery of DNA fingerprinting by Professor Sir Alec Jeffreys and the Department of Genetics hosted a portrait unveiling event to mark the occasion. Al-Jazeera attended the event as did local media (BBC East Midlands Today, ITV Central, Radio Leicester and the Leicester Mercury). Sir Alec’s invention was also celebrated by the Express, Yahoo! News, and multimedia produced by the University featured on Channel 4’s website. The announcement that John Simm and David Threlfall are to star in the ITV drama documenting the discovery was covered by The Mirror, ITV News and What’s on TV.

News that a rare type of pollen called ragweed had been spotted in Leicester by researchers in the University's Aerobiology and Clinical Mycology research group and Department of Infection, Immunity and Inflammation received fantastic coverage in all of the national newspapers including the front page of The Telegraph and the Telegraph Weekly World Edition, The Daily Mail, the Express, and The Independent. A video produced in-house was also embedded on many of the national news websites.

You could not have missed the discovery of a pair of 700-year-old skeletons found holding hands by archaeologists as it was picked up by press agencies worldwide. The story featured in the Metro, The Daily Mail, Huffington Post and even women’s magazines Cosmopolitan and Womans Day. International coverage included ABC News, CNN and Fox News (not reflected in statistics)

Findings from The Leicester Hate Crime Project - the widest-ever study into hate crimes by the Department of Criminology featured on Sky News, BBC News, ITV News, Yahoo! News, and The Daily Mail.