**Media checklist for publishing research findings**

**Our expectations**

Thank you for alerting us to your research. Sharing your research with local, regional, national and international media can help raise the profile of your work, your institution (REF) and your funders. Good scientific communications is essential to maintaining and enhancing reputation, but can be daunting, so we will use our expertise to guide you through the process.

To help us do that well, we expect you to share your paper with us **before** it is published. We work with trusted journalists and systems to ensure that the embargo for your paper, as set out by the journal, is respected.

It is best practice to be available for interviews the day before and on the day the embargo is lifted. An exemption may be because you are simultaneously delivering the paper at an international conference, in which case we may pre-record before you leave the country!

Finally, expect us to ask lots of questions! We are not the experts in your research so there may be points we (and the public) do not understand. It is better for us to ask questions now than have a journalist catch you off-guard.

|  |  |
| --- | --- |
| Name of journal |  |
| Title of paper |  |
| Publication date (if known) |  |
| Topic area  |  |
| Does this story have the potential to be controversial?  | YES | NO | DON’T KNOW |  |
| Is this study commercially funded? | YES | NO | PARTLY |  |
| Who is the study sponsor (or lead author’s organisation)? | UHL | UoL | Loughborough | Other (state)... |
| Which parts of the NIHR are involved? (circle all) | BRC | CRF | ARC | CRN |
| RDS | Academy |  |  |
| Please detail NIHR involvement: |  |
| Please name other funding bodies involved: |  |

What **type of study** is it (circle as appropriate)? [Science Media Centre guidance here](https://www.sciencemediacentre.org/wp-content/uploads/2018/01/AMS-press-release-labelling-system-GUIDANCE.pdf)

|  |  |  |
| --- | --- | --- |
| Peer-reviewed?  | Type of study?  | Subject of study?  |
| Peer-reviewed Not peer-reviewed | Meta-analysis Systematic reviewRCTExperimental study Observational study Case study  | PeopleAnimalsHuman embryosCells |
|  | Simulation / modellingLiterature review Survey Opinion piece / editorial | NOT APPLICABLE |

**About your research:**

|  |  |
| --- | --- |
| What are the key messages from your research? *(e.g. faster, more cost-effective, less invasive)* |  |
| What is new or novel about these findings? |  |
| What did your research involve (methodology)? |  |
| Caveats/confounding factors/alternative explanations/limitations *(what does your research NOT say):* |  |

**Maximising coverage**

Are you prepared to be interviewed for: print radio TV

Please indicate if you feel you would benefit from media training: Yes No

Do you have a participant case study? Yes No Maybe

 *Requires media consent form*

Are there any interesting images, videos or infographics we could share? Yes No

*Give details \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Who owns the copyright? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

**About you (REQUIRED)**

|  |  |
| --- | --- |
| Full name (including salutation): |  |
| Job title(s) and affiliation(s): |  |
| Mobile |  |
| Landline |  |
| Email |  |
| Twitter handle(s) |  |

*Please circle which details can be shared with journalists*

**For press officers only:**

|  |  |
| --- | --- |
| Lead press officer (name, organisation, contacts details |  |