

Making an **IMPACT**

RECRUITING STUDENTS IS CENTRAL TO THE UNIVERSITY'S SURVIVAL.

Academics are increasingly required to engage with the public and demonstrate the impact of their research.

Promoting University research and expertise enhances awareness of the University's name and brand.

YOU NEED TO:

- think about any 'media interest' angles in your research;
- contact the Press Office and let us know about any aspects of your research that may interest the media;
- think about opportunities linked to timely events/anniversaries. With these in mind, we can put your name forward as expert commentators for newspapers/radio/tv etc;
- enrol on the *Introduction to Working with the Media* course run by the University's HR department.

The Press Office needs to work with you to be able to promote your research and expertise.

TO ASSIST US, PLEASE:

- give the Press Office advance warning of any publications/events;
- consider how your research relates to the general public;
- keep thinking what you can do to raise your profile.



PRIFYSGOL
BANGOR
UNIVERSITY

Produced by the Press Office - for more press and media related top tips, email press@bangor.ac.uk