



Media evaluation: Analysis of press coverage

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Executive summary

This year's Festival was in a tough position in terms of generating media coverage, as it was competing against another big science event (the 'switch on' of the Large Hadron Collider) that had secured huge BBC support in particular. Nonetheless, the Festival achieved a large amount of coverage across different media. It was a particular success in terms of national TV coverage, which was the highest to date, and regional TV coverage. One of the aspects that makes the Festival stand out from other scientific events, conferences and meetings is the wide range of research which gains coverage as a result of it. This year, events on a variety of topics were widely reported, including biology, psychology, education, geology, mathematics, social science, anthropology, linguistics and oceanography.

- Overall media coverage highest since evaluation began in 1999; third highest if web items are excluded
- Highest number of national press articles to date, partly as a result of the large number of comment pieces. Coverage in a wider spread of newspapers than usual, including tabloids the Daily Star and the Daily Sport, as well as greater pick up in the Sunday papers
- Regional newspaper coverage down on past two years mainly due to disappointing coverage from the local media partner; but in a wider variety of papers than the past three years
- Coverage in general consumer publications more than three times higher than the past couple of years
- Trade & technical coverage decreased compared to 2007, but coverage in national trade publications was up by 50 per cent
- Regional and national radio coverage dropped by a quarter, returning to 2006 levels, partly due to the fact that regular BBC science correspondents were unable to attend this year
- National and regional TV coverage three times higher than in 2007; national coverage highest to date
- Significant international press coverage with over 150 articles in 77 publications in 34 different countries; highest in Irish, Indian and New Zealand papers, but including others as diverse as Azerbaijan, Uganda, El Salvador, Canada, and Iceland.
- Continued increase in web coverage. Points to note:
 - Websites of national newspapers and broadcast organisations covered large numbers of stories and the Festival was featured extensively in comment pieces, online videos, and the Guardian's blogs and weekly science podcast
 - Websites from 64 countries around the world, as well as the UK, carried Festival stories
 - Three stories made it into BBC New's top five most popular science stories, two into the top five most popular education stories
- Top three stories:
 1. Should creationism be a part of the science curriculum?
 2. Magical Memory Tour
 3. Vision science and visual art
- Front page coverage in the Times, the Financial Times, the Independent and the Irish Times
- 57% of stories contained reference to the BA (or a version of)
- 51% of stories contained reference to the Festival (or a version of)
- 51% of stories contained reference to Liverpool
- 20% of stories contained reference to the University of Liverpool

Media evaluation - BA Festival of Science 2008

1 Background to BA Festival of Science

1.1 The BA (British Association for the Advancement of Science)

The BA (British Association for the Advancement of Science) is the UK's nationwide, open membership organisation that exists to advance the public understanding, accessibility and accountability of the sciences and engineering. Established in 1831, the BA organises major initiatives across the UK, including National Science and Engineering Week, the annual BA Festival of Science, programmes of regional and local events, and an extensive programme for young people in schools and colleges.

1.2 The BA Festival of Science

The BA Festival of Science is the UK's longest-established science festival, attracting over 350 speakers and thousands of visitors. It has been taking place since 1831. Developments in many areas of science, engineering and technology, and their possible applications and social implications are publicly presented and discussed. The Festival reaches an audience of millions through its high media visibility and the many people visiting the Festival itself. Anyone can come to the Festival, and amongst the many that do are journalists and other people with an interest in science, either professionally or personally, including school students.

1.3 The BA Festival of Science 2008

In 2008, the Festival returned to Liverpool, the European Capital of Culture, the seventh time it had taken place in the city. The Festival was organised by the BA in partnership with the University of Liverpool and supported by the Department for Innovation, Universities & Skills, the Liverpool Culture Company and the Northwest Regional Development Agency.

The 2008 presidential theme, chosen by the BA's President, Professor Sir David King, was 'Sustainability through science'. The Festival included over 350 top speakers from all fields of science, social science, engineering and technology, with talks, dialogue events, visits, exhibitions and hands-on workshops. Events took place on the University of Liverpool campus and across the city of Liverpool.

To help raise awareness of the Festival a mass participation activity the 'Magical Memory Tour', run in collaboration with researchers from the Institute of Psychological Sciences at the University of Leeds, was launched during National Science and Engineering Week in March 2008. People were invited to share their most significant memories of the Beatles on a dedicated website www.magicalmemorytour.com to create the biggest database of autobiographical memories ever attempted and investigate the role the icons and their music play in our personal histories. The results were reported at the Festival press launch and as part of the 'Brains, drugs and rock 'n' roll' event at the Festival.

1.3.1 Press Centre

The BA operates a Press Centre, sponsored by AstraZeneca, at the Festival from which journalists can work on a day to day basis. Facilities include:

- internet-enabled computers;
- telephones;
- network points;
- faxes;
- desk space;
- special facilities for broadcasters to establish outside broadcast facilities;

- interview rooms with ISDN connection for radio stations;
- press conferences;
- a team of staff able to contact relevant speakers on journalists' behalf;
- monitoring and display of press coverage achieved;
- supply of papers from speakers specially prepared for the media's needs (paper copies and internet database)

This year, 141 individuals registered to use the Press Centre or film on campus compared to 139 in 2007. However, actual attendance was around 105 (compared to 114 in 2007) as many of those registered did so to gain access to the press papers online.

2 Analysis of coverage

Below follows an analysis of the coverage generated by the BA Festival of Science 2008. The first section explains the classifications used, the second looks at the figures recorded and compares these to previous years, and the third evaluates the results and examines the possible reasons for some of them.

2.1 Classification/definitions

The classification system used was as follows:

Categories of coverage

News/feature:	Factual pieces, including features
Editorial/comment/letter:	Editorials, comment pieces, 'soapbox' pieces by speakers, letters to the editor
Preview/review:	General summations of the Festival or previews of the week ahead
Listing:	Diary item of Festival events
Other:	Not belonging to any of the other categories, including fun pieces based around Festival events and front page teasers

Definitions

Column inches	A measurement of text, headlines and pictures to provide an overview of print space devoted to the Festival measured as length in inches of columns.
Article	Classified as a self contained item on a particular aspect of the Festival. For example a box with 'Festival In Brief' would not count as one item but would be dependent on the number of items within the box. In effect, the number of different stories covered.
Item	A discrete broadcast relating to the Festival, e.g. within a news programme or a magazine programme. Magazine programmes featuring more than one Festival story in a broadcast would be separated into individual items (e.g. BBC World Service's Science in Action). Letters were counted as individual items.

Evaluation method

Monitoring	An outside agency, Cision, was used to detect most broadcast and print coverage. The company used keywords ('British Association for the Advancement of Science', 'the BA' and 'Festival of Science') to identify Festival items. It is possible that some were missed. In particular, broadcast monitoring only included a short transcript around the mention of a keyword, so any separate items occurring within the same broadcast without an independent keyword mention won't have been picked up. Any stories that were reported without mention of one of the
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keywords were, in general, missed.

Online monitoring was performed using Meltwater News service.

This year, for the first time we also specifically monitored international newspaper coverage. We used Cision to identify Festival items in Ireland, Canada and Australia.

In addition we manually searched online resource Press Library for international newspaper items. This revealed extensive coverage in both English and non-English newspapers.

Column Inches

This method gives a relative measure of the space a story takes up on the page. However, it is not an exact measurement and, since the width of columns can vary widely, there are some problems in making comparisons by column inches. Images and headlines were treated as if they were columns of regular text. For example, if an image was three columns wide and four inches tall, it was treated as 12 column inches total. The same applies to areas covered by headlines, no matter how large the text. However, it should be noted that this is imprecise as the media monitoring service often reduces oversize headlines to fit into an A4 document. No record of column inches was available for items found via News UK, and those for Press Library (i.e. international articles) were under-representative because large papers were scaled to fit on A4 pages.

Duplicate stories

Certain papers run identical stories in different geographical editions and in later editions of the same paper. Geographically different articles were counted as separate stories. Later editions were NOT considered separate stories and NOT counted more than once.

Broadcast stories reported at different times were reported as multiple items if they were from a different part of the show or from a different show.

Region

National

UK nationwide media, including Metro (unless news content occurred only in one geographical edition – see 'Regional')

Regional

Local and regional media from the UK (including Northern Ireland), including Evening Standard and all Scottish media, but excluding Metro (Metro has several geographical editions, generally featuring identical news content and hence was classed as one national publication, with the exception of when the content occurred only in one geographical edition – for example regional event information that was included only in the North West edition)

International

Non-UK media, excluding Irish

Irish

National, regional and local Irish media

The regions were separated into these categories in 2005 to provide greater clarity and more effective comparison. Figures from previous years were adjusted accordingly, with the exception of 1999, for which only limited information is available.

2.2 Quantitative evaluation (see fig 1 for summary)

2.2.1 Printed media

*Figures for 1999 unadjusted

National (see fig 2)

	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999*
Unique national newspapers	17	13	12	15	12	15	13	13	13	14
No. of national articles	225	149	165	186	162	214	140	148	177	185
Column inches (national)	2297	2481	3144	3241	2929	5156	3423	2855	2700	1613

2008 coverage relative to 2007	Difference in total number of items	Difference in number of news items	Difference in number of opinion items	Difference in amount of column inches
Financial Times	- 6	- 6	0	66% decrease
Metro	+ 5	+ 5	+ 1	17% increase
The Daily Express	+ 1	+ 2	- 1	<1% increase
The Daily Mail	+ 5	+ 6	0	36% increase
The Daily Mirror	+ 4	+ 3	+ 1	11% increase
The Daily Telegraph	- 2	- 1	+ 2	7% increase
The Guardian	+ 17	- 3	+ 19	14% increase
The Independent	+ 26	+ 10	+ 14	18% decrease
The Sun	+ 4	+ 2	+ 2	277% increase
The Times	+ 7	- 7	+ 12	30% decrease

Regional print media (see fig 3)

	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999*
Unique regional newspapers	61	42	57	55	74	81	42	74	34	68
No. of regional articles	288	297	424	213	446	377	154	262	72	354
Column inches (regional)	2841	5144	7134	3407	6351	5139	2320	3709	752	1965

The greatest number of items was carried by the Express & Star (35, compared to 27 in 2007). This was followed by the Yorkshire Post (30 items, compared to 93 last year when they were our media partner, and 25 the year before). Next highest was the Liverpool Daily Post,

our 2008 media partner (28, none in 2007, 4 in 2006), and the Liverpool Echo (25, 1 in 2007). Our 2006 media partner (the Eastern Daily Press) that carried 21 items in 2007, 172 in 2006 and 30 in 2005, only carried 4 items.

International print coverage (see fig. 4)

In previous years the level of international print coverage has not specifically been monitored, as most articles are logged thanks to direct contact e.g. representation in the Press Centre or contact with the Press Office. This year, we specifically requested print monitoring of Ireland, Canada and Australia via Cision. We also arranged for delivery of the Irish Times (as in previous years) since one of their journalists and their Media Fellow were attending the Press Centre. Other international newspaper items were identified by manual searches of the Press Library database. This method additionally identified articles not written in English (as the searches were done using Festival speakers' names).

	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999
Unique Irish newspapers	5	3	4	15	1	2	1	2	1	n/a
No. of Irish articles	26	26	30	123	1	28	15	22	15	n/a
Column inches (Irish)	468	783	641	2009	24	446	275	442	285	n/a

	2008		2008
Unique non-Irish international newspapers (English language)	40		Unique non-Irish international newspapers (non-English language) 32
No. of articles (English language)	88		No. of articles (non-English language) 45
Column inches (English language)	> 674		Column inches (non-English language) > 445

Trade & technical/consumer publications (see figs. 6 and 7)

	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999†
No. of trade & Technical articles	37	47	29	45	48	22	47	44	35	32
Column inches (trade & technical)	> 433	>> 216	614	557	889	207	1026	791	240	449
No. of consumer articles	34	10	11	32	17					
Column inches (consumer)	>> 232*	246	139	520	567					

†1999-2003 – Trade & technical and general consumer figures combined

* As data was not available for 12 out of the 34 articles, the actual number of column inches is likely to be far higher.

2.2.2 Broadcast media

Radio and Television (see fig 8)

As in previous years, broadcast monitoring proved problematic. We monitored TV and radio using a service offered by our cuttings agency Cision, but they did not pick up any of the confirmed TV broadcasts, and missed many of the confirmed radio broadcasts. We also used our own log of confirmed interview requests (as has been done in past years). This does lead to inherent inaccuracy, but an underestimate is most likely as many may be missed. Where possible we checked with speakers as to whether they had given interviews. We also consulted the BBC News 24 correspondent to confirm when their interviews had been broadcast, to try to get a more accurate record. The monitoring methods mean that no quantitative analysis of amount of coverage in minutes can be obtained.

	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999
Radio										
No. of national/international items	65 (incl. 12 Irish)	89 (incl. 9 Irish)	64 (incl. 9 Irish)	107 (incl. 40 Irish)	91	38	57	48	30	n/a
No. of regional items	60*	80	60	22	49	27	24	93	17	n/a
Television										
No. of national items	37	12	23	5	22	6	20	22	8	n/a
No. of regional items	11	4	9	1	7	9	1	13	1	n/a
No. of international items	0	5	0	17 (incl. 16 Irish)	0	0	0	0	0	n/a

*This figure includes three counts of BBC GNS broadcasts. The 'general news service' broadcasts each interview to multiple regional BBC stations, depending on which are interested, so each count actually amounts to broadcasts on multiple stations. We were unable to list the individual broadcasts for the purposes of this evaluation, as we did not have the specific information as to where each GNS broadcast went out or on how many stations, but it does mean that the number of regional items listed is likely to be significantly underestimated.

2.2.3 Web-based media (see figs. 5 and 9)

Web coverage was monitored using daily reports from Google News based on various combinations of keywords. Reports were also obtained through Meltwater News monitoring service, and by searching the websites of online national newspaper and broadcast companies directly. Some coverage was duplicated in print/broadcast, but many were unique. The monitoring performed was the same as for 2007, but in addition we also searched non-English language online news sites using Meltwater.

This year the Guardian website reported the most items, with 86 items (up from 34 the previous year). Online coverage also increased for most of the other major national news sources: the Times website reported 42 items (compared to 28 in 2007), the Independent website carried 37 items (up from 8 last year), and the Daily Mail featured 27 items (up from 17 last year). The BBC website featured 42 items (up from 27 in 2007 and 22 in 2006). Six

items were identified on the Daily Express website, compared to only one or none in recent years, and a similar increase was seen for Sky News. Channel Four News also carried a greater number of online items this year (17 compared to 11 last year). Online coverage by the Telegraph remained steady at 39 (compared to 37 in 2007).

Online news coverage was identified on websites from 64 countries around the globe (in addition to the UK). American websites featured the most Festival stories (98), followed by India (57), Canada (34) and Australia (32). 23 countries carried 5 or more items. Coverage of the Festival reached countries as diverse as Iceland, Iran, Jamaica, Lithuania, Fiji and Ghana.

	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999
Web items (news)	1150 (incl. 181 not in English)	939	483	478	308	180	208	90	44	n/a

2.2.4 Stories covered (see fig 10)

The top ten event-based stories (excluding web coverage) were as follows:

1. Should creationism be a part of the science curriculum?
2. Magical Memory Tour
3. Vision science and visual art
4. The BA Presidential address
5. Memories in distress
6. Womb wars: from conception to delivery
7. Mind magic
8. Fat of the land or land of the fat
9. The importance of touch
10. Alcohol, binge drinking, and cognitive processes

In total 58 different subject areas or stories (66 if web coverage is included) arose from Festival events. This figure is not precise as some stories were grouped together (e.g. 'Fat of the land or land of the fat?'). It equates to approximately 40% of the stories on offer. Additionally, to meet the needs and requests of journalists for 'genuinely new' stories, in certain cases press conferences were given on stories that were not directly in the Festival programme but were identified by participating scientists or organisations as particularly newsworthy. This included a press briefing from UKAEA which featured in the top twenty stories (and was the 13th most-reported if web coverage is included).

2.2.5 Reference to the BA and Festival of Science (*see fig 1*)

We made a quantitative evaluation of references to the BA and the Festival of Science, including variations on both, e.g. British Association, Science Festival, etc. Note that this has only been done for printed (excl. international) and web media.

Reference	2008	2007	2006	2005	2004	2003
The BA	57% (59% if excl. web)	81% (69% if excl. web)	83%	90%	95%	70%
Festival of Science	51% (55% if excl. web)	76% (64% if excl. web)	72%	72%	82%	64%

Breakdown of 2008 references	Number of items	The BA	% The BA	Festival of Science	% Festival of Science
National newspapers	225	88	39%	75	33%
Irish newspapers	26	20	77%	22	85%
Regional newspapers	288	211	73%	204	71%
Trade & technical	37	23	62%	18	49%
General consumer	34	20	69%	19	56%
Web-based media	983*	547	56%	482	49%

* The number of web items has been adjusted to account for pages that could not be accessed because they were unavailable at the time of analysis or that required subscription to access content, and also to account for pages not in English whose content couldn't be fully analysed for references.

2.2.6 Reference to the hosts (*see fig 1*)

Once again, we also made a quantitative evaluation of reference to the host city and university. Reference to the University of Liverpool, which hosted the main Festival programme, was either through mention of the location of the Festival or as the research institute of a particular speaker. Reference to Liverpool occurred either as the Festival location or in the context of the University of Liverpool.

Previously, the mention of the host city has tended to be highest for years when it occurred additionally in the context of the university name (2007, 2005 and 2004), but that is not the case for 2008.

Reference	2008	2007	2006	2005	2004	2003
Host university (e.g. University of Liverpool)	20% (24% if excl. web)	23% (21% if excl. web)	23% (27% if excl. web)	33%	32%	n/a
Host city (e.g. Liverpool)	51% (57% if excl. web)	65% (57% if excl. web)	57% (61% if excl. web)	83%	77%	48%

Breakdown of 2008 references	Number of items	University of Liverpool	% University of Liverpool	Liverpool	% Liverpool
National newspapers	225	27	12%	79	35%
Irish newspapers	26	9	35%	23	88%
Regional newspapers	288	98	34%	217	75%
Trade & technical	37	7	19%	15	41%
General consumer	34	4	12%	13	37%
Web-based media	983*	181	18%	462	47%

* The number of web items has been adjusted to account for pages that could not be accessed because they were unavailable at the time of analysis or that required subscription to access content, and also to account for pages not in English whose content couldn't be fully analysed for references.

2.3 Evaluation of results

2.3.1 Print coverage

2.3.1.1 National print coverage

Number of stories and column inches

There was a big increase in the number of items reported in the national press this year, to the highest level on record. This was despite the fact that the press centre was open for a day less than normal as the Festival ended on a Thursday.

As usual, the Independent, Times, Guardian and Telegraph covered the greatest number of stories. The Telegraph reported roughly the same number of items as last year but the Independent and Guardian printed significantly more (43 compared to 17, and 35 compared to 18, respectively). For the Guardian, this was due to increased editorial/comment piece coverage. The Independent carried an increased number of such items as well, but also carried more news articles. The Daily Mail journalists commented that they'd had the best year for coverage that they could remember and were very happy with the stories available.

Despite the increase in coverage in terms of numbers of items, the total amount of column inches fell for the third year in a row and is significantly lower than most other years. To investigate further, we conducted an in-depth comparison of the newspapers that regularly carry multiple Festival articles. From this, it is apparent that the number of column inches allocated to Festival stories actually increased for most of these newspapers. However, a few had significant decreases in column inch coverage.

The Financial Times carried fewer news items, suggesting that in the case of this newspaper the decrease in column inches was a straightforward result of reduced news coverage, whether because subject matter was less suitable for the paper this year, or because there was stronger competition from other stories.

The other two papers that had less column inch coverage than in 2007, the Independent and the Times, carried large numbers of opinion items but fewer news items. Many of the opinion items were letters published after the Festival had ended. Column inch data wasn't available for many of these as they didn't contain a direct keyword reference to the BA or Festival and therefore physical copies weren't sent from the cuttings agency. This could help explain how

the Independent and Times could carry a greater number of items and yet contain fewer column inches of coverage, as could the fact that letters are generally shorter than news items.

A wider spread of coverage and more tabloids

A greater number of national newspapers carried Festival stories this year compared to any other year on record. This is partly due to greater pick-up by Sunday papers: five carried articles this year compared to only one or two in the past couple of years. There was also a wider spread of coverage by tabloid papers this year, with the Daily Sport and Daily Star covering stories, in addition to the Daily Mail, Daily Express, Daily Mirror and the Sun. The stories that caught the attention of the first two tabloids were from the 'Magical Memory Tour' and 'Alcohol, binge drinking, and cognitive processes'. All the tabloids carried more news articles than in 2007.

Sunday newspapers

As mentioned above, more coverage was achieved in national Sunday newspapers than in the past few years. This consisted mainly of stories covered the weekend after the Festival as a result of a couple of strong stories from the Thursday – 'Should creationism be a part of the science curriculum?' and 'Vision science and visual art' – that generated comment pieces and also tied in with other news. An effort was made before the Festival to highlight particular weekend stories to the Sunday papers, since this year there were weekend events that could be offered exclusively, and three were specifically press released. However, despite some initial interest from journalists, these weren't covered by the papers (although two generated some broadcast coverage). It is still worth trying to identify a particularly strong story next year to press release, although papers like the Sunday Times are much more likely to give coverage if they are offered something exclusively, so it is worth having a couple of alternatives available.

Comment pieces

One Festival story stimulated a lot of discussion this year: 'Should creationism be a part of the science curriculum?', where Professor Michael Reiss expressed the opinion that teachers should be able to discuss creationism with students and be able to explain how it differs from evolution, an accepted scientific theory backed by evidence; as well as that in order to keep students with such beliefs engaged with science, it is more effective to view creationism as an alternative world view rather than a misconception.

The story led to leading articles, opinion pieces and editorials, mainly in the broadsheets and with significant amounts of coverage by the Times, the Independent and the Guardian in particular. It also resulted in a number of letters in these papers from the public. A further wave of articles and letters was generated as a result of certain publications misrepresenting what Professor Reiss said and by the announcement of his decision to resign from his position as Director of Education at the Royal Society. The coverage included high profile comments from other scientists and science communicators, some of who felt strongly that his viewpoint was wrong, and others who felt that open discussion and debate in this area is necessary and that the reaction of these people was counter-productive. It again highlighted that this is an extremely emotive topic both for scientists and non-scientists.

A few other Festival stories also led to editorial and opinion pieces, including 'Fat of the land or land of the fat?', 'The BA Joseph Lister Award Lecture - Txt crimes, sex crimes and murder: the science of forensic linguistics', 'The BA Presidential address: Sustainability through science', 'Where will all the food come from? A debate' and 'Vision science and visual art'. Overall there were far more such items than in the past few years (64 compared to 10 in 2007 and 26 in 2006; 54 were in relation to 'Should creationism be a part of the science curriculum?').

A shorter week and competition with other stories

This year press conferences were only held on four days, Monday-Thursday, as the Festival ended on the Thursday. Therefore it might be expected that there would be proportionately less coverage. However, analysis of the coverage just until the end of the Festival week (and therefore not including 64 items published after that, 51 of which relate to the event 'Should creationism be a part of the science curriculum?'), reveals coverage was still higher than in 2007 (162 items compared to 149) – when roughly the same number of press conferences were held anyway because journalists had requested an early finish on Friday – and similar to 2006 (165). Much of this is due to a very strong output based on Thursday events: Friday, Saturday and Sunday papers carried 56 items about Thursday events.

Friday was the strongest day for Festival coverage (37 articles), while Monday and Thursday were the weakest (17 and 19 items respectively). Tuesday coverage consisted of 28 items in the national press, and Wednesday consisted of 27.

The reason for the low output on Monday seems to be because the different press launch stories worked differently for tabloid and broadsheet newspapers, and none carried them all. However, they can still be considered to have been broadly effective press launch stories as they were also covered later in the week and across other media.

In terms of national print coverage, 'Magical Memory Tour' results were published in the Metro, Daily Mirror, Daily Express and Daily Telegraph; 'The BA Presidential Address' received coverage in the Financial Times, Metro, Guardian, Independent and the Times; and 'The BA Joseph Lister Award Lecture - Txt crimes, sex crimes and murder: the science of forensic linguistics' was picked up by the Sun and the Independent.

An external event, the 'switch on' of the Large Hadron Collider, was a major story during the Festival and is likely to have had an adverse effect on the amount of coverage the Festival received, particularly on Thursday. This could help account for the low level of Festival coverage observed on Thursday. Also, the Times and Guardian were only able to send one journalist to cover most of the Festival instead of their usual two, as the other was covering the LHC. In depth analysis of the coverage by these two papers reveals their coverage was lower than 2007 for the week of the Festival (28 items compared to 35 in 2007 for the Times, 13 compared to 18 in 2007 for the Guardian).

It should be noted that Festival coverage during the week of the Festival was also reduced for the Daily Telegraph and this is also likely to be in part because the paper only sent one journalist, although in this case it was due to staff changes.

In order to accommodate those science journalists who did attend the Festival but still needed to cover the LHC for their papers/news agency, we worked with the University of Liverpool press office to promote the University's involvement in the project and to offer some of their scientists who'd played important roles in the project for interview. We also liaised with the Science and Technology Facilities Council (STFC) to provide accurate and up-to-the-minute information about what was taking place at the LHC on the Wednesday. As a result, the Festival received a few mentions in LHC-related articles.

Front page stories

In general Festival coverage appeared on the inside pages. However, stories again broke onto the front page: The Times featured items relating to 'Should creationism be a part of the science curriculum?' on its front page on both 12th and 17th September; the Financial Times carried a front page teaser relating to the same event on 12th September; and the Independent also carried a front page teaser about the 'Vision science and visual art' event the same day. This front page presence was better than in 2007, but still lacked the big front page tabloid coverage seen in 2006 as the result of a big health story.

2.3.1.2 Regional print coverage

Regional print coverage was disappointing this year, as it was down slightly compared to 2007. However, coverage was across a broader spread of papers than in recent years – 61 different publications carried Festival stories compared to 42 in 2007, 57 in 2006 and 55 in 2005.

In general there were two stories each day of the Festival that generated the main proportion of regional press coverage. These were generally stories that also generated a lot of national press coverage. The others that were also presented to journalists via press briefings tended to get coverage in their local newspapers, probably due to press releases issued by their local university press office.

Media partner

The major reason for the reduced coverage this year appears to be the relative amount of coverage by our media partner, the Liverpool Daily Post. This is partly because the Post isn't syndicated in the same way that the 2007 and 2006 media partners were, and so there weren't multiple editions of the same article. The Liverpool Daily Post carried 28 Festival-related items this year, compared to the 93 across three editions of the Yorkshire Post last year, and the 173 across two editions of the Eastern Daily Post in 2006.

Even taking into account the lack of multiple editions, there were fewer different stories reported in this year's media partner compared to 2006 (although the number wasn't significantly different compared to 2007). This could be due in part to competition from stories about Capital of Culture activities during the Festival week as big spreads were given over to these. The lack of strong images for Festival stories may also have had an impact. Also, while efforts were made by both the BA Press Officer and Liverpool University Press Officers to get coverage in advance of the Festival, only seven items were published. This could be addressed next year by the partner university identifying suitable research stories from their institution that could be used to help promote the Festival in advance, without affecting the publication of stories based on research presented during the Festival week, as this worked successfully in 2006.

Key regional publications

The economic climate may also have contributed to the reduced regional coverage this year as for example the Eastern Daily Press decided not to fund one of our regular freelance journalists this year, and as a result published only 4 items compared to 21 last year. The fact that a number of syndicated papers have reduced the number of editions they publish in the past couple of years could also have contributed to the general recent decline in the amount of regional coverage.

Festival magazine distribution

For the third year running, in addition to our coverage in the local media, the BA delivered copies of a 'Best of the Fest' magazine, *Ignite*, to homes in the Festival area through our media partner. The magazine focused on highlights from the upcoming Festival. A print run of 80,000 was delivered to homes in the Liverpool area prior to the Festival.

2.3.1.3 International print coverage

The number of items printed in Irish newspapers remained broadly similar to the past couple of years but were identified across a broader spread of papers because Irish print media was

specifically monitored this year.

Articles appeared primarily in the Irish Times thanks to the continued support of their Science Correspondent Dick Ahlstrom, who again attended the Festival with his BA Media Fellow. The number of Festival stories published in the paper was less than last year (17 compared to 26). This may be partly because Dick wasn't able to attend press conferences on the final day: only one article was published in the Irish Times on the Friday. While the number of stories fell by around a third, the number of column inches decreased by half, suggesting there was greater competition from other stories this year, or that Festival stories themselves weren't considered as strong. It doesn't appear to be due to a lack of images as a higher percentage of articles included images this year.

The Irish Times also had a front page item devoted to 'Do primates avoid fights and what happens when they fight with friends?' event. They printed a full page of articles on the Tuesday, and an equivalent amount of coverage on the Wednesday.

Stories from the Festival were reported widely in both English and non-English newspapers, with 133 articles observed overall in 72 different publications, in addition to the Irish and British coverage.

The ten events that generated the most coverage in international newspapers were: 'Magical Memory Tour' (22 articles), 'Should creationism be a part of the science curriculum?' (21), 'The importance of touch – from artificial fingers to pleasurable stroking' (13), 'Vision science and visual art' (13), 'Memories in distress' (8), 'The BA Presidential address' (8), 'Womb wars: from conception to delivery' (8), the 'UKAEA press conference' (6), 'Older people going places' (5) and 'The BA Charles Darwin Award Lecture: the Sat Nav in our brain' (5).

Indian papers carried the most items (26), closely followed by New Zealand papers (19), with Australian and Canadian publications also carrying a significant number (13 each). Festival coverage also featured in newspapers from Belgium (7), Finland (5), America (4), the Netherlands (4), Turkey (5), South Africa (4), Spain (4), Germany (3), United Arab Emirates (2), Oman (2), Uganda (2), Slovakia (2), Saudi Arabia (2), Czech Republic (2), Italy (2), Albania (1), Azerbaijan (1), Chile (1), Denmark (1), El Salvador (1), France (1), Iceland (1), Mexico (1), Serbia (1), Northern Cyprus (1), Panama (1) and Sweden (1). There is likely to have been other international coverage that was not picked up by our monitoring methods.

2.3.2 Broadcast coverage

Due to the unreliability of broadcast monitoring, radio and television coverage is difficult to examine and there are inherent inaccuracies. In addition, many broadcast stories do not reference the BA or Festival, making them particularly difficult to identify.

The amount of international radio coverage was slightly higher than in 2007, and was across a wider spread of countries. National radio coverage was down significantly though – by about two-thirds. The main reason for this is because the BBC was focusing on extensive coverage of the LHC and far fewer BBC journalists attended the Festival than usual as they were either broadcasting from Geneva in Switzerland, or had to remain in London to cover for their colleagues who'd gone. The usual BBC team responsible for most of the national radio coverage and a significant proportion of regional radio coverage were unable to attend the Festival at all for this reason. The BBC World Service correspondent also had to back out of attending at the last minute. An extra effort was made by the BA Press Officer to supply BBC correspondents with advance information about the Festival, and the BBC General News Service were also contacted in the hope that this would compensate for some of the reduced regional coverage. Someone did attend from the latter, but only for two days. As a result, regional coverage was down by about a quarter, returning to the level of 2006 (the third-

highest on record).

To some extent regional coverage has been under-reported this year because a few items that were picked up by BBC GNS were broadcast on multiple regional BBC radio stations, but were been counted once as the exact distribution was unknown. Regional coverage by the local radio station, BBC Radio Merseyside was disappointing, despite advance contact with the producers of the main daily programmes.

In contrast, the amount of national and regional TV coverage increased significantly. National coverage was the highest to date (and three times higher than last year), and regional coverage was at the highest level since 2001. Not only did a BBC News 24 reporter cover two days of the Festival, but stories also made it onto Channel 4 News, Sky News, GMTV and Newsnight on BBC 2. There was also coverage on a Sky satellite/ free digital channel as part of a look at events happening in Liverpool. Regional coverage included a live broadcast from the Festival of the 'Mind magic' story on BBC NW Tonight.

2.3.3 Trade & technical and general consumer publications

The total amount of trade and consumer coverage was significantly up on the past couple of years, and in fact only 2005 saw higher coverage. This increase was due to significantly higher consumer coverage – more than three times the number of articles last year and the highest to date since consumer coverage was analysed separately from trade coverage. The coverage seemed to break into more mainstream publications this year, ranging from Men's Health and the Big Issue, to Take A Break and Cosmopolitan Magazine. The increased coverage appears to be due to the fact that there were both strong 'lighter', more quirky stories as well as controversial stories: there appeared to be a good spread of stories covered by consumer publications. The general skew was towards psychology and human behaviour stories, but those relating to education and religion, social science and the pivotal role science can play in solving major global problems also featured highly. The most popular were 'Should creationism be a part of the science curriculum?' (9 items), 'Magical Memory Tour' (6), 'Memories in distress' (3), 'The BA Presidential address' (3) and 'Why the one you fancy never fancies you' (3).

On its own, trade & technical coverage decreased compared to 2007, but this is likely to be due to the fact that this year's monitoring method didn't cover the international publications that accounted for almost 50 per cent of the coverage last year, and so it is likely that there was further international trade coverage that was missed. Coverage in national trade publications increased by 50 per cent this year.

2.3.4 Online coverage

Web coverage levelled off slightly – the increase this year is predominantly due to the inclusion of non-English international coverage. The Festival again featured extensively in the blogs and podcasts of news sources such as the Guardian online, and there was additional video footage of events or interviews on the websites of BBC News, Sky News, Channel 4 News and also on a regional online TV website, NorthwestOnline.TV.

Most national newspapers and broadcast organisations had significantly increased online coverage of the Festival – in particular the Guardian, the Times and the Independent. This was partly due to the way that the Guardian made its audio content available – putting individual interview recordings online, and also due to the increased comment pieces generated by a couple of this years' events.

Since Festival stories were competing with extensive coverage by the BBC of the LHC, it was

impressive that overall coverage increased. This was partly down to extensive coverage of 'The BA Presidential address' and 'Should creationism be a part of the science curriculum?', and also because BBC News 24 covered two days of the Festival and put some of this online.

A few stories made it into the BBC's top five science/nature and education stories: 'Climate change in the past: the latest evidence from fossil plants and animals' was the top science/nature story on the Tuesday of the Festival, 'The BA Charles Darwin Award Lecture' was the top science story the Sunday after the Festival (and third most popular on the Saturday), 'The importance of touch' was the fourth most popular science story on the Sunday (and fifth most popular on the Saturday). 'Should creationism be a part of the science curriculum?' was the top education section story on the Friday and Saturday following the Festival (and second most popular on the Sunday), while 'Mind magic' was the fifth most popular education story on the Saturday.

The Festival featured widely on international websites (in 64 different countries). America carried the largest number of Festival news items, but Indian, Canadian and Australian websites also carried a significant number of stories. In addition to coverage in Europe, and in countries where English is the main/only official language (such as Australia), stories from the Festival even travelled as far as Iran, Fiji and Vietnam.

2.3.5 Reference to the BA and Festival

Before 2007 it was generally true that Festival-related stories in regional, trade & technical and general consumer publications that omitted references to either 'the BA' or the 'Festival of Science' were missed as these were the key words that the cuttings agency searched for. This year, however, searches were also conducted on News UK using the names of scientists who we'd already seen Festival coverage for. This means articles will have been picked up that would otherwise have been missed, but also that the number of references to the BA and Festival is likely to have decreased. This has been observed.

This year the percentage of items referencing the BA and Festival was significantly lower than previous years. Analysis of a breakdown of where the references did and didn't occur suggests that a major reason for this is the increased number of editorial/comment pieces this year – as often these refer to the story topic and the scientist's affiliation without referencing the source of the original news story (ie. the Festival). 76 per cent of editorial/comment/letter items didn't reference either the Festival or the BA. 'Vision science and visual art' also generated a relatively large number of feature items that didn't reference the BA or Festival – this is possibly because it was often seen as a Fashion-related rather than science-related story.

2.3.6 Top stories

From the list of the top stories from this year's Festival, the following observations can be made:

Mass participation activity

The Magical Memory Tour was the second most-reported story and resulted in 12 per cent of all coverage. It was very successful at generating international coverage. 62 per cent of Magical Memory Tour coverage was international: 3 consumer items, 23 newspaper items, 15 radio items and 114 web items.

It was launched in March, and the coverage achieved between then and the release of the results for the Festival on the whole mentioned the BA and/or Festival and drove nearly 12,000 people to the Magical Memory Tour website in March alone. The further coverage

generated in September when the results of the survey were announced contributed to nearly 20,000 people visiting the website. We don't have data as to how many people linked through to further information about the Festival from the Magical Memory Tour, but it's fair to assume their web visit will at least have raised their awareness of the Festival as the front page included key info about it and there was Festival branding throughout.

The activity was successful in generating interest from the public, from around the globe. In addition to the 92,855 web visits from March to December, close to 3000 people contributed personal memories to the database between March and September; people of 69 different nationalities participated.

Launch stories

Since two of the four launch stories (the 'Magical Memory Tour' and 'The BA Presidential address') featured within the top five, and a third ('The BA Joseph Lister Award Lecture') was in 15th position, the launch can be considered fairly successful. The launch story that failed to generate any print coverage at the time of the Festival, and only generated three items in total, was an external press briefing

As mentioned above, media coverage of the Magical Memory Tour can be separated into coverage generated when it was first launched in March and coverage relating to the results that were announced at the September press launch. Even if only coverage relating specifically to the results of the survey is taken into account, the story was the fifth-most reported.

Presidential address

Sir David King's comments at the press launch (upon which he expanded in his Presidential address) generated far more coverage than last year's Presidential address. Coverage surpassed the previous successes of Frances Cairncross and Professor Robert Winston if web coverage is included. Excluding web coverage it was roughly comparable to Professor Winston's, with slightly fewer newspaper and radio items, but more trade & technical and general consumer coverage.

Comment pieces

Festival stories generated far more comment items this year than in recent years. Two of the top three stories were ones that provoked comment pieces – both opinion articles and letters. The other event that generated a lot of discussion was the fourth most reported story.

Spread of coverage

This year the Festival comprised about 150 different events. 58 of these were covered in the media (66 if web coverage is included). As usual biology and psychology stories featured heavily in the top 20, but those relating to education, geology, mathematics, social science, anthropology, linguistics and oceanography also featured prominently.

The power of the press conference

Each year, the BA Press Office selects what it considers to be the most newsworthy stories to highlight at press conferences (or at the press launch). This year we arranged 23 press conferences, one group telephone interview (due to the speaker's inability to attend a morning press conference), and an additional two last minute 'press conferences' arranged following a request from particular journalists. We also made special arrangements to broadcast the LHC 'switch on' following requests from key journalists. The latter, while it wasn't a Festival story, was done to appease loyal Festival attendees who still had to cover the story for their papers and to promote the host university's involvement in the project. We achieved some tie-in mentions to the Festival as a result.

All but two of the top 20 stories were those that were presented in a Festival press conference or press launch briefing. Each of the stories given press conferences received

coverage in non-web media (42 per cent were reported in 20 or more articles; 58 per cent in 15 or more; 62 per cent in 10 or more; 88 per cent in 5 or more). Three items were reported just once. One of these was an externally arranged briefing by the Natural Environment Research Council (NERC) about an anticipated satellite launch that was postponed at the last minute, which is why the coverage was low in the end. The organisation still appreciated the opportunity to brief the journalists and expected the launch to take place later in the year.

Like last year, a number of journals and press officers from other organisations were invited to put forward potential stories that could be suitable for us. This was again to try help fulfil journalists' needs for breaking news stories.

Nature, the British Medical Journal, New Scientist, the Lancet and Biomed Central journals were approached. While Nature, the British Medical Journal and Biomed Central were keen to participate, in the end they didn't have a suitable piece of research that could be published to coincide with the Festival. They said they would like to have the opportunity to try again next year. Extra press conferences were arranged for stories from UKAEA (United Kingdom Atomic Energy Authority) and NERC. As mentioned above, the NERC press conference on the Gravity field and steady-state Ocean Circulation Explorer didn't generate much coverage because the launch of the satellite was delayed. The UKAEA story about the processes that cause the weakening of steel in tall buildings, such as in the World Trade Center fire of September 11th 2001, was the 17th most-reported story, rising to 13th most-reported if web coverage is taken into account because it was a popular web story.

Weekend events

13 events from the weekend gained press coverage (14 if web coverage is included). 'Going green with the Strawbridges', 'The physics of sport – bend it like Beckham' and 'What am I eating exactly?' were the most popular of these. All were outside the top 30 most-reported stories, but there was some high profile coverage. Coverage of 'Going green with the Strawbridges' and 'What am I eating exactly?' was predominantly broadcast, and both gained national TV coverage on BBC News 24. Despite issuing press releases on a few highlight stories, and meeting with the Sunday Times' science correspondent, very little coverage was achieved in the Sunday papers at the start of the week. Feedback suggests this was because the stories weren't considered strong enough and didn't have the necessary new/surprising angle.

Speakers with high public profiles

This year, a specific effort was made to incorporate personalities that would be well known to the general public. Not counting 'The BA Presidential address' given by Sir David King, and 'Womb wars' featuring Professor Robert Winston, that gained a lot of media coverage for other reasons, the big name events were 'Much ado about nothing' featuring Adam Hart-Davis, who also participated in 'Science Explosion'; 'Climb every mountain with Sir Ranulph Fiennes'; and 'Going green with the Strawbridges' with Dick Strawbridge and his son.

As well as event-specific coverage (11 items, 7 if web coverage excluded), 12 per cent of the general items about the Festival mentioned that one or other of these people were participating in the Festival. Most of these were previews or listings. Adam Hart-Davis seemed to be the biggest media draw (10 items, predominantly in regional newspapers). He also gained a mention for the Festival in an opinion piece in the Daily Telegraph, and was popular with the local media. Overall, however, the incorporation of big names in the Festival didn't generate as much coverage as was hoped, partly because communicating with them and trying to arrange potential feature pieces was difficult, partly as they were so busy with other projects, or in some cases because there wasn't a new angle that could be taken to interest the media. Attempts to do something similar next year should be arranged with the speakers well in advance of the Festival.

2.3 Conclusions

This year's Festival was a particular success in terms of TV coverage. National coverage was three times higher than 2006, and was the highest to date, while regional TV coverage was only higher in 2001. Stories featured across a wide range of BBC programmes, as well as on Sky and Channel 4. It can be argued, therefore, that the Festival this year made a stronger impact through this medium than in previous years.

The fact that the 'switch on' of the LHC occurred during the week of the Festival did have a negative impact on Festival coverage, although we were able to achieve some coverage that tied-in. Most disappointing was the lack of attendance by a number of regular BBC science correspondents who usually generate a large amount of radio coverage on BBC news programmes (both national and regional) and BBC Worldwide. National radio coverage was down by about two-thirds compared to last year as a result. Regional coverage also dropped compared to the high level achieved last year, returning to the level achieved in 2006 (the third-highest to date). This was due in large part to disappointing coverage by the local BBC station, despite the fact that attempts made before the Festival to secure their support had seemed promising.

The number of journalists who registered online remained stable, but the number of press centre attendees dropped slightly. The fact that there was a reduced BBC presence at the Festival due to the LHC switch on can account for this. In fact, if the usual regular attendees had been able to come this year, the number of registered journalists would actually have increased. There is no reason to presume that BBC attendance won't return to the usual levels next year, as contacts had been intending to come to the Festival until the network's coverage of the LHC story prevented them from doing so, but early contact should be made with them to make sure.

Feedback from the journalists present was positive – largely due to a very strong finish to the week. The shortened four day week was popular with the correspondents as they had previously complained that it was hard to maintain the interest of their editors for the entire week. That said, thanks to a couple of stories at the end of the week that went on to generate comment and feature items, coverage of the Festival extended well beyond the actual duration of the Festival, making up for a slightly weaker start.

Our efforts to gain wider coverage in the Sunday papers by issuing press releases based on news around weekend events were unfortunately unsuccessful, but broadcast coverage of multiple weekend events was achieved on BBC News 24 on the Sunday. Overall, our weekend events this year increased the amount of Sunday coverage we received at the start of the week (to 15 from 10, 1 and 4 items in 2005, 2006 and 2007 respectively). In addition, another 17 items appeared in the media the following Sunday, mostly in national and international newspapers, and predominantly about the events 'Should creationism be a part of the science curriculum?' and 'Vision science and visual art'. Therefore, it's fair to say that our weekend coverage was more successful than previous years.

Last year we identified that a lack of strong health and society-angle stories contributed to reduced coverage by the tabloids. To address this, as well as to try to spread the type of stories available each day to cater for the various different media audiences, the BA Press Officer was involved in the programme planning process at an earlier stage this year. This appears to have been successful as five or more different tabloid papers carried articles each day of the Festival, and the number of articles published in the Metro, Daily Mail, Daily Mirror and Sun all increased significantly. The Daily Mail journalists remarked that they were very happy with the coverage they were able to achieve. In addition, the Daily Sport and Daily Star also covered Festival stories this year ('Magical Memory Tour' and 'Alcohol, binge drinking,

and cognitive processes'). The increased consumer coverage (the highest to date) can also be attributed to strong psychology and society-angle stories.

The fact that the lower regional print coverage seen was predominantly due to fewer articles in the local media partner, emphasises the importance of the choice of partner. Where possible the newspaper should be syndicated (publishing multiple editions), and should be amenable to helping raise awareness in the run up to the Festival by publishing regular items, as well as carrying full page spreads during the Festival week. When this worked most successfully in 2006, there was a dedicated journalist who worked on Festival stories and sourced advance research-related stories from the local university. It was difficult this year to secure the same arrangement as a major event in the area, the European Capital of Culture celebrations, was competing for space and was a higher priority for the paper as they were an official partner.

National coverage was achieved in a wider spread of newspapers than ever before, and the number of items published was the highest to date. This didn't necessarily amount to increased impact or raised awareness of the Festival as there were a large number of comment pieces and letters that didn't mention the Festival, but it does reflect the power of the Festival to disseminate science stories widely and stimulate debate.

Coverage in national trade and technical publications was also 50 per cent higher this year, mainly due to high profile coverage of two events 'The BA Presidential address' and 'Should creationism be a part of the science curriculum?'. These two events stimulated a lot of debate and comment pieces in trade and technical publications, consumer magazines and newspapers. Both stories are likely to result in further coverage for the BA and its Festival as they were so high profile. By this I mean that the BA and/or Festival are likely to be mentioned when a related story leads a journalist to reference the speakers' comments. For example, since completion of the Festival coverage analysis, there have been at least two newspaper articles and several more on the websites of national newspapers in December where the main story was about MORI poll results but that also mentioned Michael Reiss' talk at the 'Should creationism be a part of the science curriculum?' event at the Festival.

The Festival's truly worldwide reach was again evidenced by the amount of international coverage seen. In addition to a significant number of international radio broadcasts, websites in 64 countries outside of the UK carried Festival stories and there were 159 printed articles in 77 different international newspapers.

Lisa Hendry
Press Officer, the BA
January 2009

Fig 1: BA Festival of Science 2008 – Summary of all media coverage

Summary of all media coverage 2008	Number of Items	Column Inches	News/ Feature	Editorial/ Comment/ Letter	Preview /Review	Listing	Other/ Not Specified	BA	Festival	Liverpool	University of Liverpool
National Newspapers	225	> 2297	150	64	3	4	4	88	75	79	27
Irish newspapers	26	468	25	1	0	0	0	20	22	23	9
Other international newspapers	133	> 1119									
Regional Newspapers	288	> 2841	231	25	15	15	2	211	204	217	98
Trade & Technical Publications	37	> 433	23	7	4	3	0	23	18	15	7
General Consumer	34	>> 232	27	5	0	1	1	21	19	13	4
Web-based Media	1150	n/a	1009	129	8	3	0	546	482	462	181
National Radio	17										
International radio	48										
Local Radio (UK)	60										
National TV	37										
International TV	0										
Regional TV	11										
Other (Teletext, etc)	3	n/a	3	0	0	0	0	3	3	0	0
TOTAL	2069	> 7390	1467	231	30	26	7	912	823	809	326

Fig 2: BA Festival of Science 2008 – National press coverage

National press coverage 2008	Number of items	Column inches	News/ Feature	Editorial/ Comment/ Letter	Preview/ Review	Listing	Other/ Not specified
Financial Times	10	>> 73.55	8	1			1
Metro	10	48.4	9	1			
The Daily Express	8	>> 49.53	8				
The Daily Mail	19	> 267.13	19				
The Daily Mirror	10	> 81	9	1			
The Daily Sport	2	22.7	2				
The Daily Star	1	4.1	1				
The Daily Telegraph	23	> 406.57	21	2			
The Guardian	35	> 281.3	15	19	1		
The Independent	43	>> 446.48	21	19		2	1
The Independent on Sunday	2	n/a		1		1	
The Mail on Sunday	1	n/a	1				
The Observer	5	>> 40.5	3	2			
The Sun	7	> 39.55	5	2			
The Sunday Telegraph	2	14.75	1			1	
The Sunday Times	5	> 38.8	3	2			
The Times	42	>> 482.79	24	14	2		2
Total	225	> 2297.2	150	64	3	4	4

Fig 3: BA Festival of Science 2008 – Regional press coverage

Regional press coverage 2008	Number of items	Column inches	News/ Feature	Editorial/ Comment/ Letter	Preview/ Review	Listing	Other/ Not specified
Aberdeen Press and Journal	1	n/a	1				
Belfast Telegraph	5	>> 57.53	3	2			
Birmingham Post	4	> 44.54	4				
Cambridge Evening News	3	9.33	3				
Chester Evening Leader	1	6.3	1				
Daily Post (Wales)	1	9.5	1				
Daily Record	8	>> 34.03	7	1			
Derby Express	1	3.5	1				
Eastern Daily Press	4	102	4				
Evening Express Extra	1	29.08	1				
Evening Post	2	10.27	1		1		
Evening Standard	11	>> 20.93	10	1			
Evening Times (Glasgow)	1	3.75	1				
Express & Echo (Exeter)	2	16.8	2				
Express & Star	35	390.95	28		7		
Flintshire Evening Leader	1	6.75	1				
Hasting & St Leonards Observer	1	6.3	1				
Huddersfield Daily Examiner	1	3.98	1				
Hull Daily Mail	3	37.25	3				
Knutsford Guardian	1	22.8	1				
Lancashire Evening Post	1	4	1				

(Chorley Edition)							
Liverpool Daily Post	28	> 483.53	23	1	2	1	1
Liverpool Echo	25	> 203.05	8		3	14	
London Lite	4	24.5	4				
Mail (Birmingham)	2	n/a		1			1
Manchester Evening News	5	> 64.44	4	1			
Metro (North-West)	1	n/a	1				
News and Star (Cumbria)	1	n/a	1				
Northern Scot and Moray & Nairn Express	1	47.48	1				
Norwich Evening News	1	1.5	1				
Paisley Daily Express	1	19.5	1				
Reading Chronicle	1	n/a	1				
Reading Evening Post	1	15	1				
Scottish Daily Express (Glasgow)	1	16.75	1				
Southport Reporter	1	8.25			1		
Stockport Express	1	n/a	1				
Stockport Times East	1	n/a	1				
Telegraph & Argus	1	13.75	1				
The Cambrian News	1	5.5	1				
The Herald (Glasgow)	8	>> 82.35	6	2			
The Herald (Plymouth)	1	7.5	1				
The Irish News (Belfast)	1	10.84	1				
The Journal (Newcastle)	1	5.5	1				
The News (Portsmouth)	1	29.6	1				

The Northern Echo	6	> 26.5	2	4			
The Portsmouth Evening News	1	n/a	1				
The Press & Journal (Aberdeen)	8	101.75	8				
The Scotsman	11	> 113.54	9	1	1		
The Sentinel (Stoke-onTrent)	1	n/a	1				
The Shropshire Star	18	120.6	15	3			
The Southern Daily Echo (Southampton)	1	3.5	1				
The Star (Sheffield)	2	13.03	2				
The Western Mail	6	>> 19.7	2	4			
The York Press	1	n/a	1				
Western Daily Press	18	>> 72	18				
Western Morning News	3	101.02	3				
Wigan Evening Post	1	4		1			
Woodley and Earley Chronicle	1	n/a	1				
Wrexham Evening Post	1	6.75	1				
Yorkshire Evening Post	2	> 7	2				
Yorkshire Post	30	> 393.24	27	3			
Total	288	> 2841.26	231	25	15	15	2

Fig 4: BA Festival of Science 2008 – International press coverage

International press coverage 2008	Country	Number of items
Irish		
Financial Times (Ireland)		2
Irish Daily Mail		2
Irish Examiner		1
Irish Independent		4
The Irish Times		17
		Total = 26
Other - English language		
24Hours	Canada	1
Arab News	Saudi Arabia	2
Asian Age	India	5
Azer News	Azerbaijan	1
Daily Monitor	Uganda	2
Deccan Chronicle	India	2
DNA (Daily News & Analysis)	India	4
Herald On Sunday (New Zealand)	New Zealand	1
Herald Sun	Australia	3
Hindustan Times	India	2
Mail & Guardian	South Africa	1
Sunday Star Times	New Zealand	2
Sunday Times of Johannesburg	South Africa	2
Swedish Newspaper (exact name unknown)	Sweden	1
The Advertiser	Australia	1
The Australian	Australia	1
The Cairns Post	Australia	1
The Columbus Dispatch	America	1
The Daily Telegraph (Sydney)	Australia	1
The Dominion Post	New Zealand	3
The Globe and Mail	Canada	3
The Hindu	India	1
The Marlborough Express	New Zealand	1
The National	United Arab Emirates	2
The New Zealand Herald	New Zealand	7
The Press	New Zealand	4
The Southland Times	New Zealand	1
The Standard (St. Catharines, ON)	Canada	1
The Sydney Morning Herald	Australia	2
The Vancouver Sun	Canada	2
The Washington Times	America	3
The Weekend Australian	Australia	2
Times & Transcript (Brantford, ON and Moncton, NB editions)	Canada	2
Times of India (Mumbai and New Dehli editions)	India	12

Times of Oman	Oman	2
Toronto Star	Canada	1
Toronto Sun	Canada	1
Townsville Bulletin	Australia	2
Vancouver Sun	Canada	1
Windsor Star (Ontario)	Canada	1
		Total = 88
Other - Not in English		
Aamulehti	Finland	3
ABC	Spain	4
Berliner Morgenpost	Germany	1
Bleed	South Africa	1
Blic	Serbia	1
Bugun	Turkey	2
Corriere Della Sera	Italy	2
De Morgan	Belgium	2
Die Welt	Germany	1
Gazet Van Antwerpen Mechelen-Lier	Belgium	1
Het belang Van Limburg	Belgium	2
Het Het Nieuwsblad	Belgium	2
Hospodarske Noviny	Czech Republic	1
Iltalehti	Finland	2
Kibris Gazetesi	Northern Cyprus	1
La Jornada	Mexico	1
La Prensa	Panama	1
La Prensa Grafica	El Salvador	1
La Tercera	Chile	1
Le Figaro	France	1
Lidove Noviny	Czech Republic	1
Morgumbladid	Iceland	1
Nederlands Dagblad	Netherlands	2
NRC Handelsblad	Netherlands	2
Politiken	Denmark	1
Shekulli	Albania	1
SME	Slovakia	1
Turkiye	Turkey	1
UJ Szo	Slovakia	1
Vatan	Turkey	1
Welt Kompakt	Germany	1
Yeni Safak	Turkey	1
		Total = 45

Fig 5: BA Festival of Science 2008 – International online coverage

Online international coverage 2008	Number of items
In English	317
Not in English	181
	Total = 498
Breakdown of countries	
Africa	1
Albania	1
America	98
Argentina	4
Armenia	1
Australia	32
Austria	3
Belgium	3
Brazil	9
Canada	34
China	5
Croatia	9
Cyprus	1
Czech Republic	1
Denmark	10
Ecuador	1
El Salvador	1
Europe	3
Fiji	1
Finland	8
France	8
Germany	18
Ghana	1
Greece	2
Hungary	7
Iceland	1
India	57
Iran	1
Ireland	16
Italy	12
Jamaica	1
Kazakhstan	1
Lebanon	1
Lithuania	2
Macedonia	2
Malaysia	1
Mexico	7
Netherlands	9
New Zealand	7
Nigeria	1

Norway	5
Pakistan	7
Panama	1
Paraguay	1
Persian Gulf	2
Poland	2
Portugal	4
Qatar	2
Republic of Cyprus	2
Romania	3
Russian Federation	3
Serbia	1
Singapore	2
Slovakia	1
Slovenia	4
South Africa	15
Spain	13
Sri Lanka	1
Sweden	4
Switzerland	12
Thailand	3
Turkey	7
Ukraine	1
Unknown	15
Venezuela	1
Vietnam	5

Fig 6: BA Festival of Science 2008 – Trade and technical publications coverage

Trade and technical publications coverage 2008	Number of items	Column inches	News/ Feature	Editorial/ Comment/ Letters	Preview/ Review	Listing	Other/ Not specified
Chemistry & Industry	1	40.5	1				
Classroom physics	1	7.5			1		
Environmental Health News	1	4				1	
EOS Magazine	1	n/a	1				
Farmers Weekly	1	> 37	1				
Food Science and Technology	1	3				1	
Geoscientist	2	> 10.1	1		1		
Investment Now	1	5			1		
Irish Construction Industry	1	10.5	1				
Laboratory News	1	32.9	1				
Local Transport Today	1	13.5	1				
Massage Magazine	1	n/a	1				
Nature	3	n/a	2	1			
Optician	1	11.5		1			
Science	1	17	1				
Society Now	1	3.5				1	
TES	5	>> 56.25	4	1			
The Psychologist	1	5.25	1				
Times Higher Education	12	>> 185.63	7	4	1		
Total	37	> 433.13	23	7	4	3	0

Fig 7: BA Festival of Science 2008 – General consumer publications coverage

Consumer publications coverage 2008	Number of items	Column inches	News/ Feature	Editorial/ Comment/ Letter	Preview/ Review	Listing	Other/ Not specified
Big Print	1	9	1				
Church Times	1	20.25	1				
Cosmopolitan	1	10	1				
Flipside	2	26.5	2				
Holyrood Magazine	1	n/a	1				
LighterLife Magazine	1	n/a	1				
Magazine of the University of the Third Age	1	n/a	1				
Mature Times	1	n/a	1				
Men's Health	1	5.5		1			
More Magazine	1	n/a	1				
New African	2	n/a	1				1
New Scientist	2	n/a	1	1			
New Statesman	1	17		1			
News Letter	3	33.5	2	1			
Practical Parenting	1	8	1				
SAGA Magazine	1	n/a	1				
Science & Public Affairs	2	60	1	1			
Scientific American Mind	1	4.5	1				
SELF Magazine	1	n/a	1				
Take A Break	3	5.75	3				
The Big Issue	1	5.25	1				
The Guardian Weekly	2	> 3.75	2				
The Weekly News	1	5.26	1				
The Weekly Telegraph	1	17	1				
YQ Magazine	1	1				1	
Total	34	>> 232.26	27	5	0	1	1

Fig 8: BA Festival of Science 2008 – Broadcast coverage

Radio coverage 2008	
National radio	Number of items
BBC Radio 2	2
BBC Radio 4	5
BBC Radio 5 Live	8
IRN (Independent Radio News)	1
Talk Sport	1
TOTAL	17
International radio	Number of items
6PR (Perth)	1
ABC Canberra	1
ABC Radio National	14
ABC Sydney	1
African radio stations (exact names unknown)	1
Australian radio station (exact name unknown)	1
BBC World Service	4
Brisbane Radio	1
Canadian radio station (exact name unknown)	1
CBC Radio (Canada)	1
Colombian radio station (exact name unknown)	1
DIG Digital Radio	1
Indian radio station (exact name unknown)	1
New Zealand radio station (exact name unknown)	1
Perth Radio	1
Radio 2UE (Australia)	1
Radio 4BC	1
Radio New Zealand	1
Spanish radio station (exact name unknown)	1
Sveriges Radio	1
TOTAL	36
Irish radio	Number of items
iRadio	1
Irish radio station (exact name unknown)	2
Newstalk Radio	3
Phantom Radio (Dublin)	1
Q102	1
Radio Ulster	1

South East Radio Ireland	2
Spin 1038 (Dublin)	1
TOTAL	12
Local/ Regional radio	Number of items
BBC GNS	3
BBC Hereford Worcester	1
BBC Radio Aberdeen	1
BBC Radio Bristol	1
BBC Radio Cambridgeshire	7
BBC Radio Coventry	1
BBC Radio Essex	1
BBC Radio Leeds	3
BBC Radio Merseyside	11
BBC Radio Newcastle	1
BBC Radio Northampton	1
BBC Radio Oxford	2
BBC Radio Scotland	4
BBC Radio Tees	2
BBC Radio Wales	5
BBC Southern Counties	2
BBC Three Counties	1
Chiltern Radio	1
City Talk FM	4
Downtown Radio (Northern Ireland)	1
English local radio station (exact name unknown)	1
LBC Radio	1
Moray Firth Radio	1
Northsound 2	1
Original 106.5 (Bristol)	1
Scottish local radio station (exact name unknown)	1
West Sound AM	1
TOTAL	60
TOTAL RADIO ITEMS	125

Fig 8: continued...

TV coverage 2008	
National TV	Number of items
BBC 1 News	1
BBC 2 Newsnight	1
BBC Breakfast	1
BBC News 24	21
Channel 4 News	4
GMTV News	1
OC167 (SKY 166, 167, and Free Sat 406)	7
Sky News	1
TOTAL	37
International TV	Number of items
TOTAL	0
Regional TV	Number of items
BBC TV Midlands	6
BBC TV Northwest	2
BBC Wales TV	1
Granada	1
STV North Today	1
TOTAL	11
TOTAL TV ITEMS	48

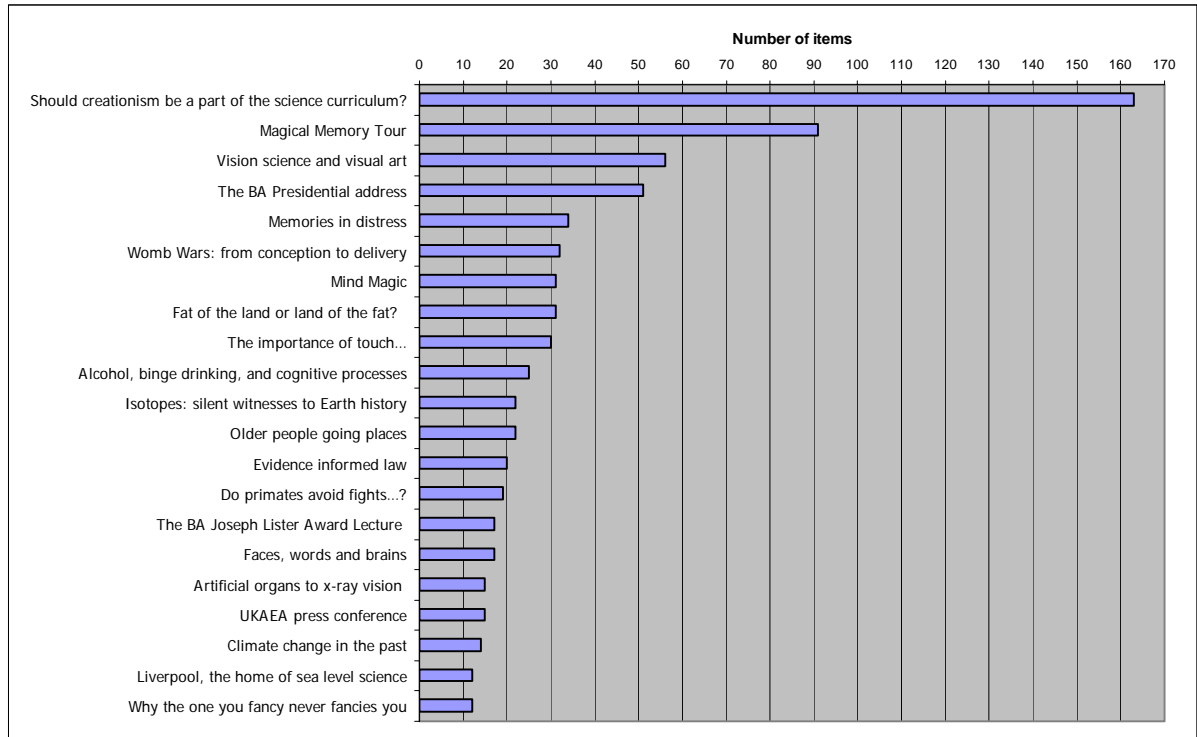
TOTAL BROADCAST ITEMS	173
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Fig 9: Online coverage by national newspapers and broadcast organisations, 2006-2008

Media organisation	Number of items in 2008	Number of items in 2007	Number of items in 2006
Guardian News Online	86	34	20
The Times Online	42	28	22
BBC News & BBC Online	42	27	22
Telegraph Online	39	37	4
Independent online	37	8	12
Daily Mail Online	27	17	8
Channel 4 News Online	17	11	0
ft.com	17	12	9
Metro Online	13	2	0
Sky News Online	7	0	1
Mirror Online	7	5	3
Mail on Sunday	6	6	1
Daily Express Online	6	0	1
Sunday Times Online	2	0	0
The Sun Online	2	0	0
TOTAL	350	187	103

Fig 10: BA Festival of Science 2008 – Top 20 stories

(A) Excluding web coverage



(B) Including web coverage

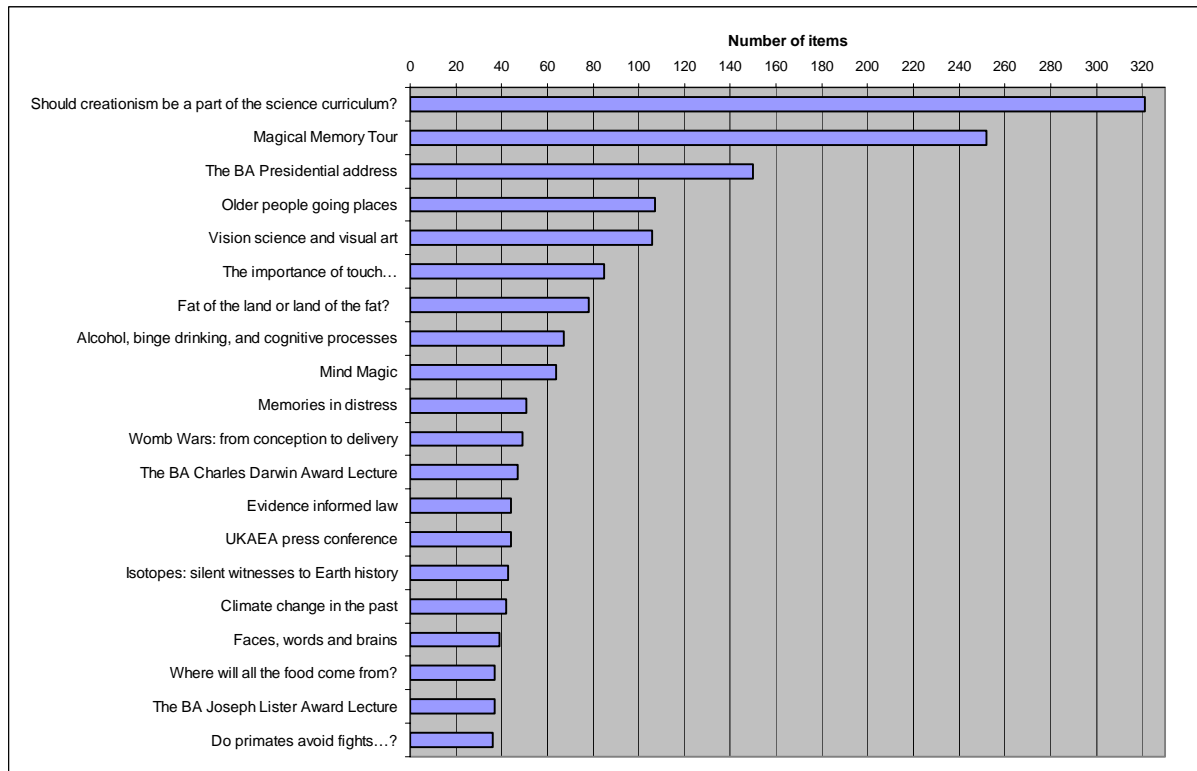


Fig 11: Top 3 stories – Type of coverage (excluding web)

(A) Should creationism be a part of the science curriculum?

Media	Number of items	Coverage	Number of items	News/ Feature	Editorial/ Comment/ Letter	Preview/ Review	Listing	Other
newspaper	137	National	83	28	53			2
		Regional	33	21	10			2
		Irish	0					
		International	21	19	2			
trade and technical	13		13	11	2			
consumer	9		9	5	4			
tv	0		0					
radio	4		4	4				
other	0		0					
TOTAL	163		163	88	71	0	0	4

(B) Magical Memory Tour

Media	Number of items	Coverage	Number of items	News/ Feature	Editorial/ Comment/ Letter	Preview/ Review	Listing	Other
newspaper	51	National	7	7				
		Regional	21	20	1			
		Irish	1	1				
		International	22	22				
trade and technical	1		1	1				
consumer	6		6	6				
tv	3		3	3				
radio	30		30	30				
other	0		0					
TOTAL	91		91	90	1	0	0	0

(C) Vision science and visual art

Media	Number of items	Coverage	Number of items	News/ Feature	Editorial/ Comment/ Letter	Preview/ Review	Listing	Other
newspaper	44	National	17	12	4			1
		Regional	13	9	4			
		Irish	1	1				
		International	13	13				
trade and technical	0		0					
consumer	2		2	2				
tv	1		1	1				
radio	9		9	9				
other	0		0					
TOTAL	56		56	47	8	0	0	1

Fig 12: Summary of past coverage – Number of articles/items

	2008	2007	2006	2005	2004	2003	2002	2001	2000
Printed									
National newspapers	225	149	165	186	162	214	140	148	177
Regional newspapers	288	297	423	213	446	377	154	262	72
Irish newspapers	26	26	31	123	1	28	15	22	15
Other international newspapers	133 (incl. 45 non-English language)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Trade & technical	37	47	29	45	48				
Consumer	34	10	11	32	17	22	47	44	35
Radio									
National/international	65 (incl. 12 Irish)	89 (incl. 9 Irish)	64 (incl. 9 Irish)	107 (incl. 40 Irish)	91 (incl. 2 Irish)	38	57	48	30
Regional	60	80	60	22	49	27	24	93	17
Television									
National	37	12	23	5	22	6	20	22	8
Regional	11	4	9	1	7	9	1	13	1
International	0	5	0	17 (incl. 16 Irish)	0	0	0	0	0
Web									
Web items (news)	1150	939	483	478	308	180	208	90	44
Other									
Other (e.g. Teletext)	3	9	3	0	11	1	n/a	n/a	n/a

Total coverage									
Excluding web and international print	786	728	818	751	854	722	458	652	355
Excluding international print only	1936	1667	1301	1229	1162	902	666	742	399