

University of Nottingham

Nottingham in Parliament Day

Media Insight Report

October 2016



The University of
Nottingham

UNITED KINGDOM • CHINA • MALAYSIA

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Scope

This report presents an analysis of media coverage surrounding Nottingham in Parliament Day, organised by The University of Nottingham on 25 October 2016. A total of 67 qualitatively analysed media items from print, online and broadcast sources are considered, as well as a highly visible social media presence.



Mainstream Media Analysis



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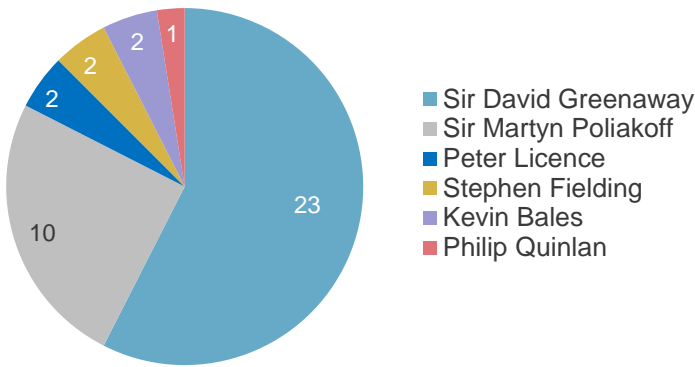
Overview

Key Findings

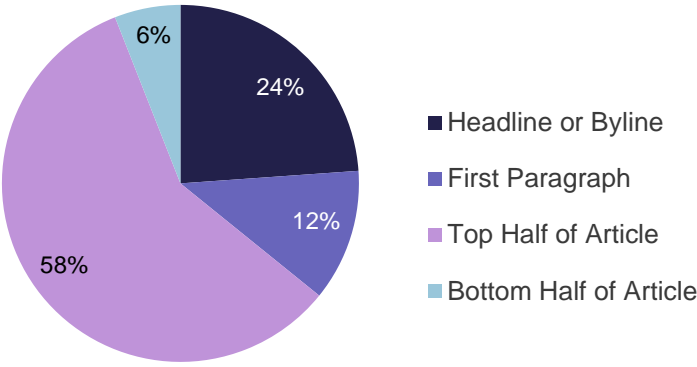
- A potential audience of over 19 million was reached through 67 media items reporting on Nottingham in Parliament Day. This represented an advertising value equivalence of £272,637 – rising to a MediaValue of £576,520 when sentiment and prominence of coverage is taken into account.
- Key coverage included an interview with Professor Sir Martyn Poliakoff on *BBC 2's* Daily Politics, live news items broadcast throughout the day on *BBC 1 East Midlands* and a supplement dedicated to the event published by *The Nottingham Post* on 28 October.
- The internet was the leading source of coverage by volume, with 37 of the 67 items being published online. A potential online audience of 7.9 million was driven most-significantly by key sources such as *Telegraph.co.uk (Web)*, *BBC.co.uk (Web)* and *ITV.com (Web)*. Broadcast sources meanwhile reached a cumulative potential audience of 11.3 million, making them the most prominent by reach.

Indicator	Value
Volume of articles	67
Reach	19,422,459
Value (AVE)	£272,637
MediaValue	£576,520
Positive coverage (%)	100%
Negative coverage (%)	0%

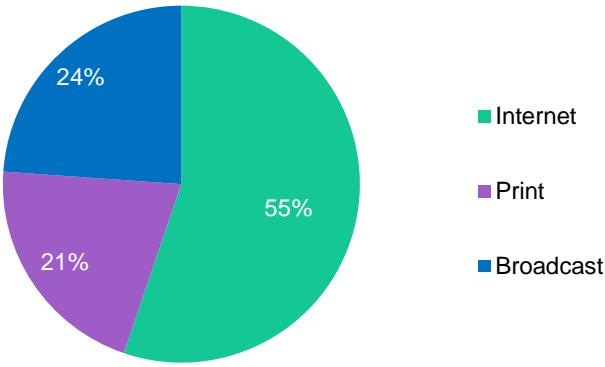
Volume of Spokesperson Mentions



UoN Mention Prominence

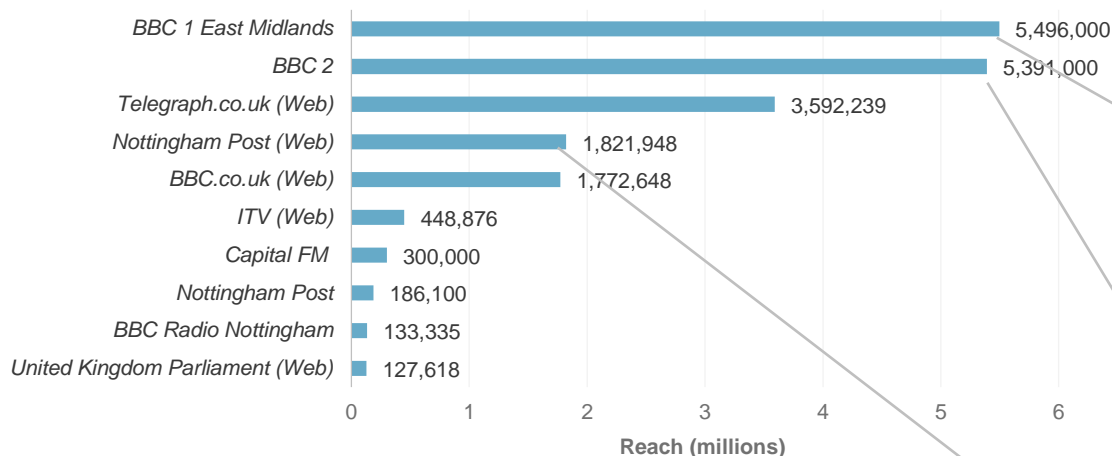


Media Type



Media Outlets

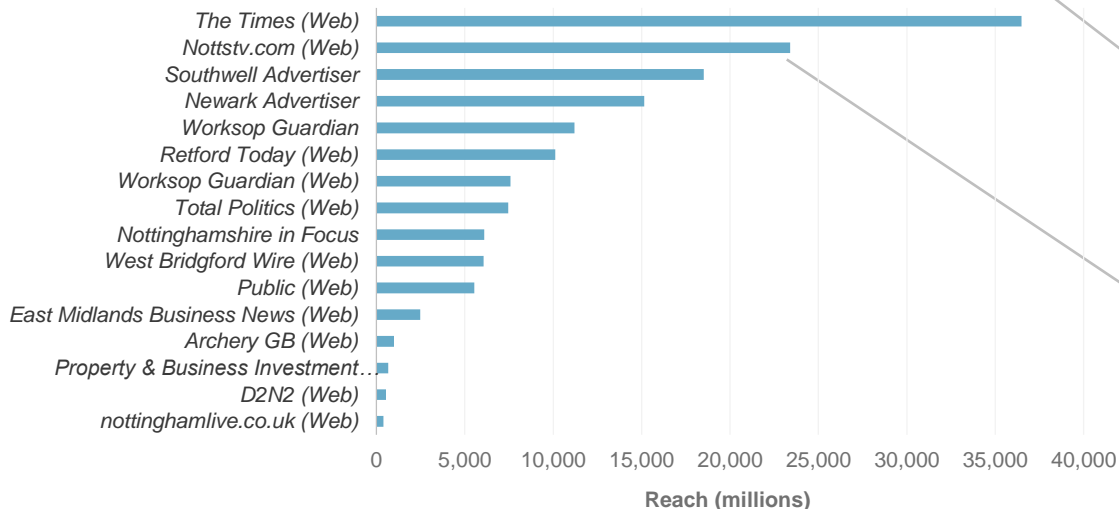
Outlets by Cumulative Reach



BBC 1 East Midlands was the most prominent outlet by cumulative reach, airing eight news items discussing Nottingham in Parliament Day on 25 October, each visible to a potential audience of 687,000. The items were shown at prime times including at breakfast, lunch, after the News at Six and after the News at Ten, with the story developing throughout the day.

BBC 2's Daily Politics was responsible for the single most-visible piece of content of the campaign, reaching a potential audience of 2.7 million on the afternoon of the 25 October. Professor Sir Martyn Poliakov was interviewed live in the studio, as well as featuring in a recorded experiment set-up outside Parliament alongside Minister of State for Universities Jo Johnson.

Outlets by Cumulative Reach



Nottingham Post (Web) featured Parliament Day in a total of 11 items between 26 July and 28 October, generating a cumulative reach of almost 1.7 million. The print edition of *Nottingham Post* also published 10 items mentioning the event, generating a combined potential reach of over 186,000, bringing the total reach of *Nottingham Post's* material to nearly 1.9 million.

Nottstv.com (Web) produced a total of six videos and written news items focusing on the event, reaching a combined potential audience of over 20,000 through its online channel. Videos included coverage of the launch of the promotional campaign for Nottingham in Parliament Day held at Nottingham Castle, as well as Lilian Greenwood MP's visit to Nottingham University Academy of Science and technology.

Broadcast Coverage

BBC 2 – The Daily Politics

Professor Sir Martyn Poliakoff exemplified how rising levels of CO2 in the atmosphere leads to acidification of the oceans, causing populations of coral and crustaceans to decrease. He also championed Nottingham in Parliament Day, saying “it’s a very good opportunity for us to talk to policy makers”.

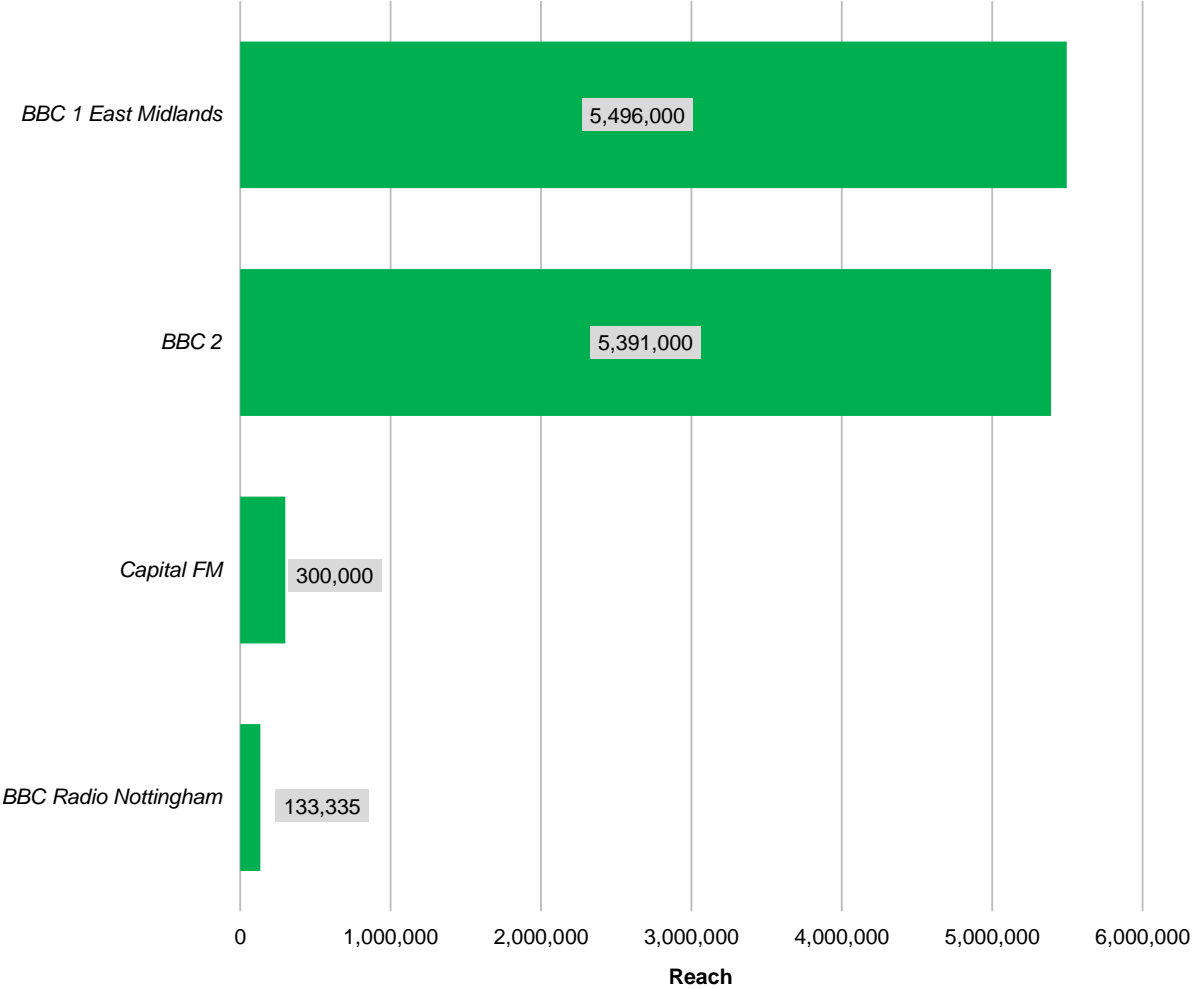
BBC 1 – East Midlands Today

Vice-Chancellor Sir David Greenaway was interviewed live following the *BBC 1* News at Six. He championed investment in infrastructure, skills, education and business in Nottingham, adding: “the day had an enormous impact within Parliament as well as within our 100-plus partners who were here to support it”.

BBC Radio Nottingham

Sir David Greenaway was interviewed for the David Lloyd and Sarah Julian show on 24 October. He promoted the aims of Nottingham in Parliament Day and highlighting the best direction of travel for Nottingham following the EU referendum. The programme has a potential listenership of 26,667 people.

Broadcast sources by reach



Key Internet Coverage

BBC.co.uk (Web)

The experiment demonstration filmed for The Daily Politics, featuring Martyn Poliakoff and Jo Johnson MP, was also featured on the *BBC.co.uk (Web)* website. It was accompanied by a brief descriptive article and was visible to an audience of nearly 1.8 million.

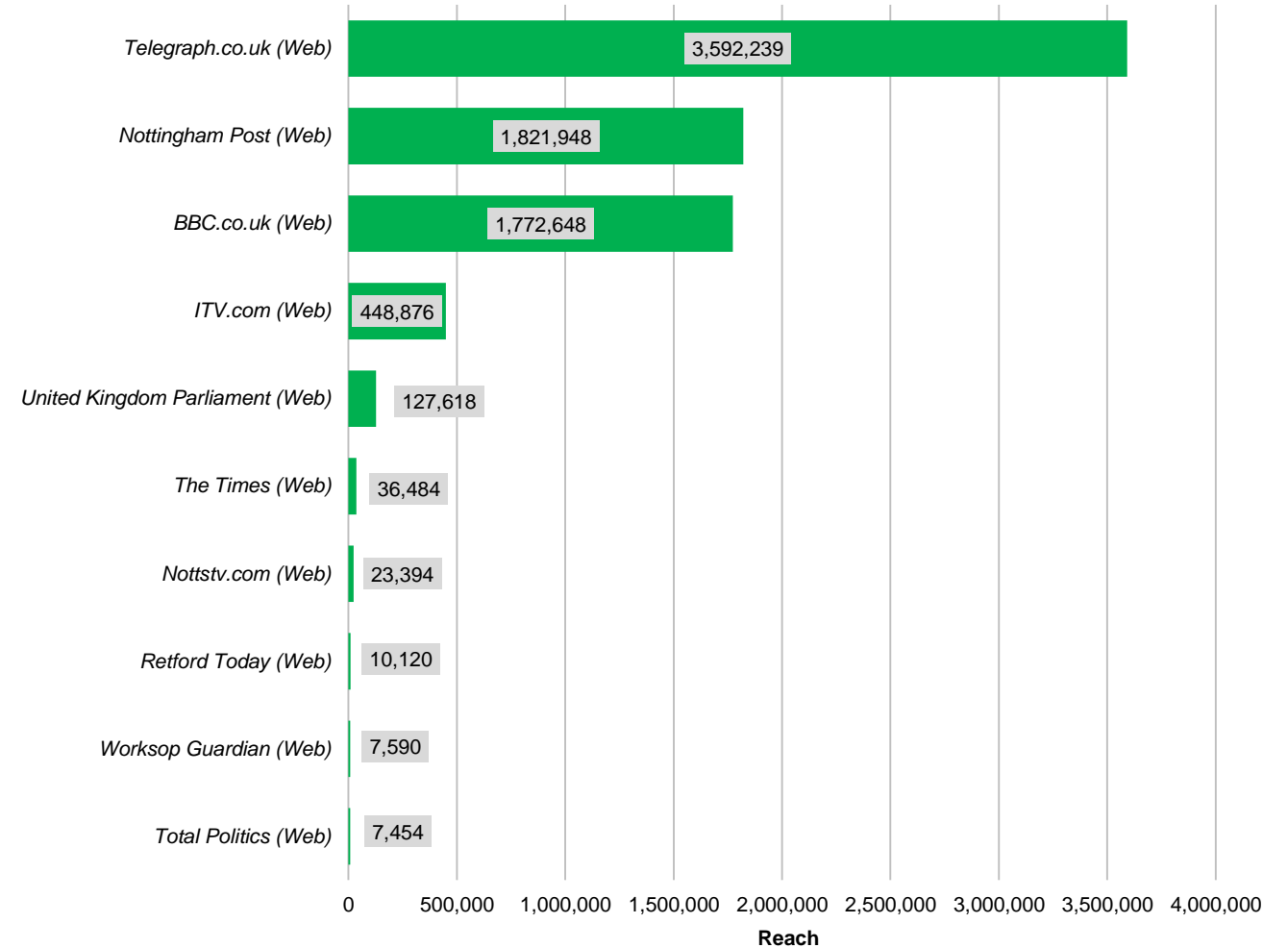
Telegraph.co.uk (Web)

Sir David Greenaway penned an article for *Telegraph.co.uk (Web)*, discussing his ideal direction of travel for higher education following the EU referendum. He wrote: "So this year we are heading to London to make our case to decision-makers, but the next time we bring the best of our university, [...] it could be to Shanghai, New Delhi or Singapore (22 Oct).

ITV.com (Web)

Nottingham in Parliament Day was featured on the *ITV.com (Web)* website on 25 October. The article included a lengthy statement from Sir David Greenaway and listed participating Nottingham businesses, reaching a potential audience of nearly 449,000.

Top 10 internet sources by cumulative reach



Key Print Coverage

Nottingham Post

A special eight-page supplement published by *Nottingham Post* on Friday 28 September featured many of the events that took place across the day. The supplement was introduced with a column by Sir David Greenaway and went on to focus on several key areas of the Nottingham economy.

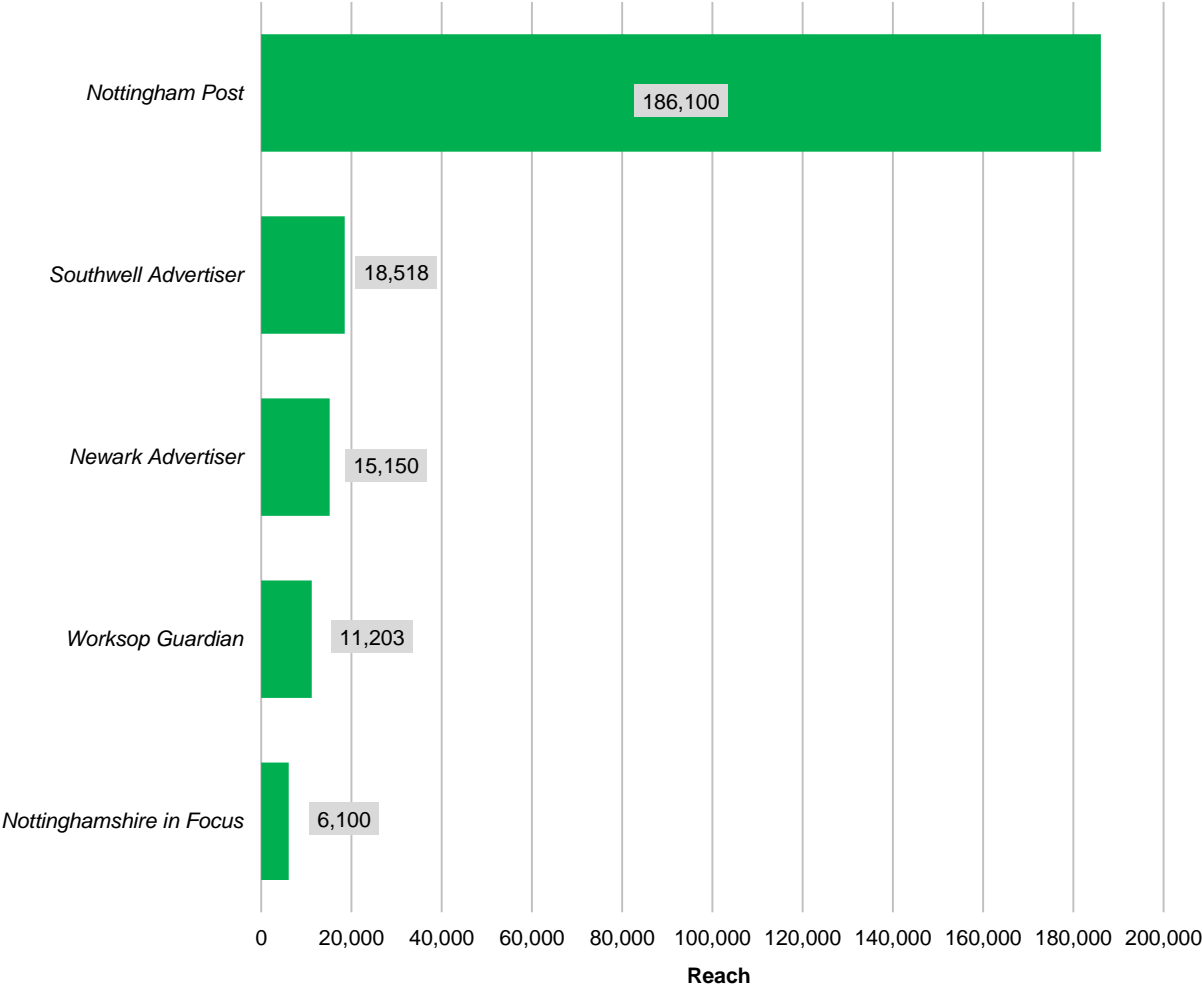
Nottingham Post

Journalist Gemma Toulson penned an article featuring Lilian Greenwood MP's visit to Nottingham University Academy of Science and Technology. The item focused on the school's achievement in the 3D modelling field and included a quote from Greenwood promoting Nottingham in Parliament Day.

Southwell Advertiser / Newark Advertiser

Nottingham in Parliament Day was featured briefly by both *Southwell Advertiser* and *Newark Advertiser*, reaching a total potential audience of nearly 34,000. The item detailed that "the event was devised by the University of Nottingham".

Print sources by cumulative reach



Social Media Analysis



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#NottinghamTogether Twitter Engagement...

Stats taken from 5am October 25 – 10am October 26 2016



693
POSTS



394
USERS

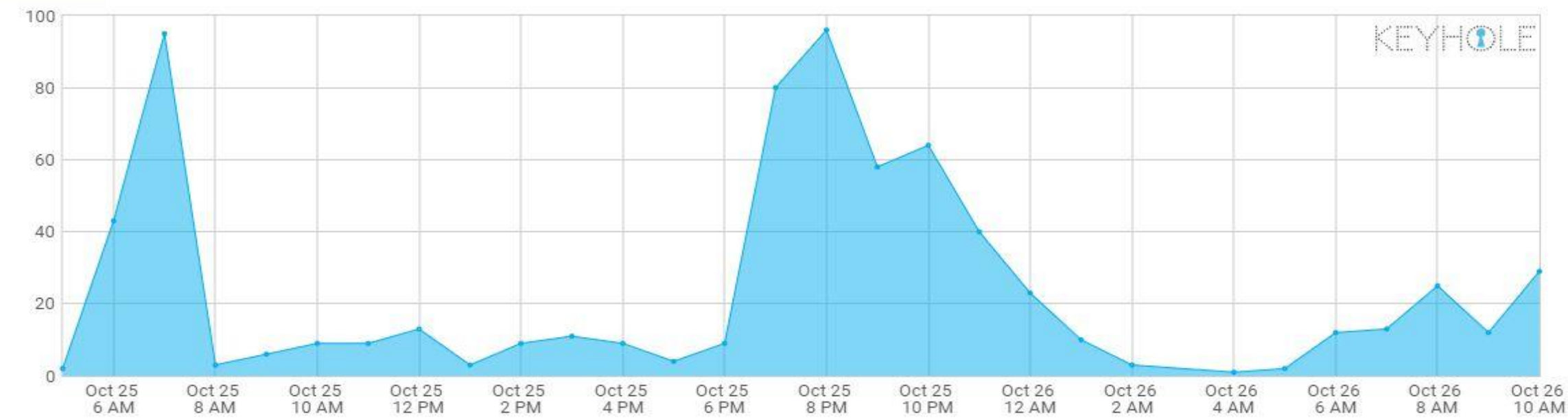


8,831,628
REACH



10,702,362
IMPRESSIONS

Timeline



#NottinghamTogether Twitter Engagement (cont.)

Other hashtags people used with #NottinghamTogether

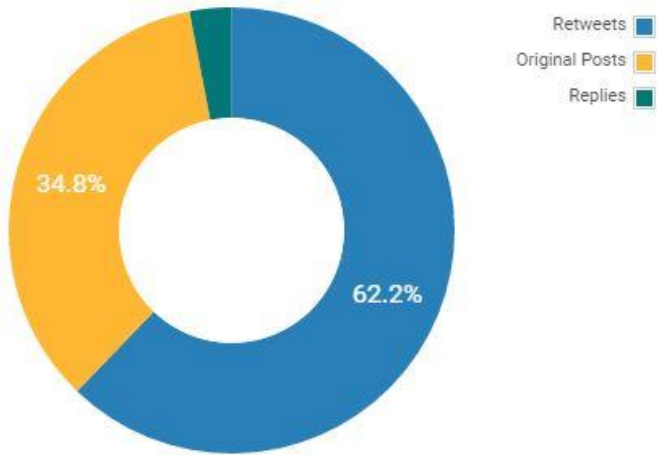


Other keywords people used with #NottinghamTogether

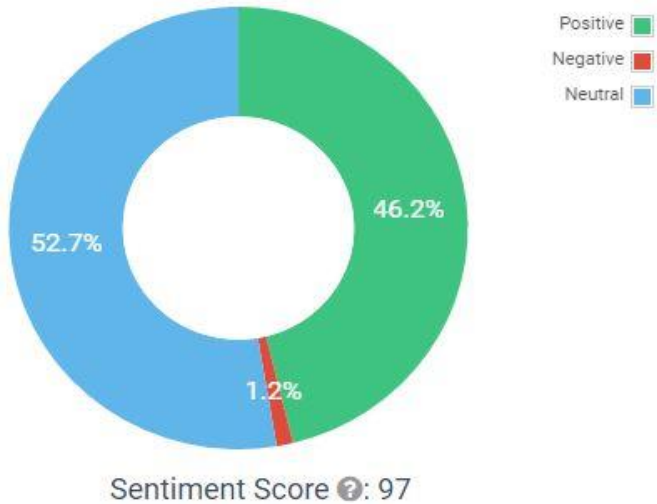


#NottinghamTogether Twitter Engagement (cont.)

Share of Posts



Sentiment



Trending example



My Nottingham @MyNottingham · 6h

Fantastic to see our great city trending on twitter **#NottinghamTogether** :)

United Kingdom Trends · [Change](#)

#TuesdayMotivation

5,499 Tweets

#Dreamworld

@Telegraph, @guardian and 1 more are Tweeting about this

#Heathrow

1,331 Tweets

#RejectedTrumpTVshows

23K Tweets

#NottinghamTogether

@nmbnottingham, @Nottingham_Day and 28 more are Tweeting about this

Bill Etheridge

Electoral Commission

Priti Patel

1,924 Tweets




















At 7

93.1K Tweets

Aigburth

#NottinghamTogether Twitter Engagement (cont.)

Key Tweets

-  Stephen Mangan  @StephenMangan Oct 25 112 
Great morning at the Houses of Parliament for #NottinghamTogether. Some rousing speeches - Nottingham is a cultural powerhouse! 
-  BBC News (UK)  @BBCNews Oct 25 102 
It is Nottingham in parliament day. Continuing coverage of #NottinghamTogether here: <https://t.co/oXhOq2a1eT> <https://t.co/xY2GOahfle> 
-  Nottm in Parliament @Nottingham_Day Oct 25 54 
Oh what's that? Number 1 trending topic in the UK? #NottinghamTogether (sorry Heathrow) <https://t.co/YKOLtkhqHL> 
-  UoN Press Office  @UoNPressOffice Oct 25 52 
Robin Hood is on the way to Nottingham in Parliament Day! #NottinghamTogether <https://t.co/lldnESSh0t> 
-  My Nottingham  @MyNottingham Oct 25 51 
Today #Nottingham takes over Parliament to celebrate our great city! #NottinghamTogether @Nottingham_Day... <https://t.co/FVEMjrURe1> 



Facebook

Key Posts



The University of Nottingham

was live.

Published by Paul Hodgson (7) · 23 hrs · 🌟

A quick archery demonstration with Robin Hood at Nottingham in Parliament Day [1]



15,247 people reached

Boost post

4.9k Views

Like

Comment

Share

110

Top comments

12 shares

8 comments



Chris Leslie MP

26 October at 07:52 · 🌐

Yesterday was a takeover of Parliament – albeit a perfectly legal one! The first ever 'Nottingham In Parliament Day' was a real success, not just because the range of 45 events filled every corner and meeting room in the Palace of Westminster, but because Nottingham's ideas and talents have had a great showcase in front of the country's decision-makers. 100 partner organisations came together in a wide ranging programme covering business, science and healthcare, culture, spor... See more



1.6k Views

Like

Comment

Share

53

Chronological

17 shares



The University of Nottingham

28 October at 17:16 · 🌐

On Tuesday organisations from across Nottinghamshire took over Parliament for the day to celebrate the ideas, people and businesses that make Nottingham great. Have a look at what happened on the day! #NottinghamTogether



7.2k Views

Like

Comment

Share

177

KANTAR MEDIA

Nottingham in Parliament Day, Media Insight Report

14

Instagram

The Digital Team created an Instagram Story throughout the day showcasing the events the team was attending. Engagement with these images ranged from 2,300 – 4,000 views.



Snapchat







The Digital Team created a Snapchat story throughout the day, in a similar style to the Instagram Story. The views on these snaps ranged from 1,000 – 1,500 over the day.



About Kantar Media

Kantar Media is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection. Part of Kantar, the data investment management arm of WPP, Kantar Media provides the most comprehensive and accurate intelligence on media consumption, performance and value. For further information, please visit us at www.kantarmedia.com



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