The Institution of Engineering and Technology

Media Coverage 2012 REPORT

www.theiet.org/media

Highlights

A review of the IET's media coverage in the UK, China and India in 2012.

The year 2012 was the most successful ever in terms of how many newspapers, magazines, broadcast stations and websites reported on the IET.

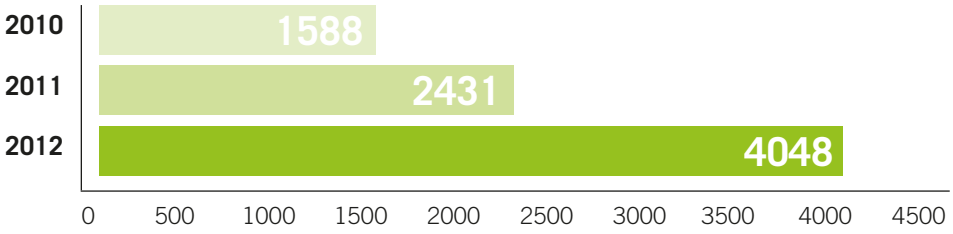
During 2012, IET spokespeople appeared on media channels such as Sky News, the BBC News Channel and Al Jazeera English commenting on issues as diverse as the UK nuclear industry, power cuts in India and skills shortages in the UK.

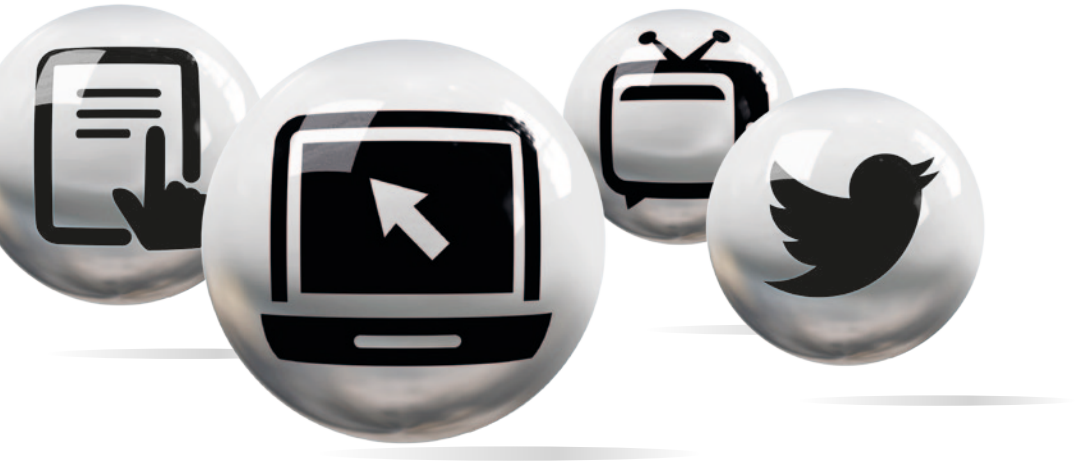
On radio, experts were interviewed on BBC Radio 4 programmes Today and PM and on BBC Radio 2's Drivetime show. Many independent radio stations also covered IET stories.

IET coverage in national newspapers, both in the UK and abroad, continued to increase.

This media coverage has had a positive impact on the extent to which the public recognise the IET. In an independent poll conducted by Ipsos Mori in January 2012, 39 per cent of the UK public recognised the IET brand name. In January 2013 this rose to 41 per cent.

IET media reports





Coverage highlights:

- **Dec:** Prof Andy Hopper in the Daily Mail (Young Woman Engineer of the Year)
- **Nov:** Prof Andy Hopper in the Daily Mirror (engineering careers)
- **Nov:** Prof Andy Hopper in the Daily Telegraph (engineering careers)
- **Nov:** Prof Will Stewart on BBC Radio 4 PM programme (infrastructure resilience)
- **Oct:** Prof Andy Hopper on BBC Radio 4 Today programme (Presidential Address)
- **Oct:** Prof Andy Hopper in The Sunday Telegraph (Presidential Address)
- **Sep:** Dr Mike Short in The Sunday Telegraph (ICT curriculum)
- **Sep:** Prof Will Stewart in the Sunday Telegraph (telecommunications)
- **Aug:** Dr Nigel Burton on Al Jazeera (Indian power cuts)
- **Jul:** Nigel Fine in the Daily Telegraph (the role of engineering in the 2012 Olympic and Paralympic Games)
- **Jun:** Dr Mike Short in Electronics Weekly (CBE)
- **May:** Robert Sansom in the Independent on Sunday/Scotland on Sunday (Energy Bill)
- **May:** Dr Nigel Burton in the Daily Telegraph (renewable energy)
- **Apr:** Dr Simon Harrison in The Guardian (carbon emissions)
- **Mar:** Prof Phil Blythe in The Times/The Independent (high speed rail)
- **Mar:** Dr Nigel Burton on the BBC News Channel (nuclear)
- **Feb:** Dr Mike Short in The Sunday Times/Daily Telegraph (engineering diploma)
- **Jan:** Jeremy Acklam on the BBC News Channel (high speed rail)
- **Jan:** Dr Martyn Thomas on BBC Radio Five Live (ICT curriculum)
- **Jan:** Prof Andy Hopper in the Daily Mirror (engineering apprenticeships)

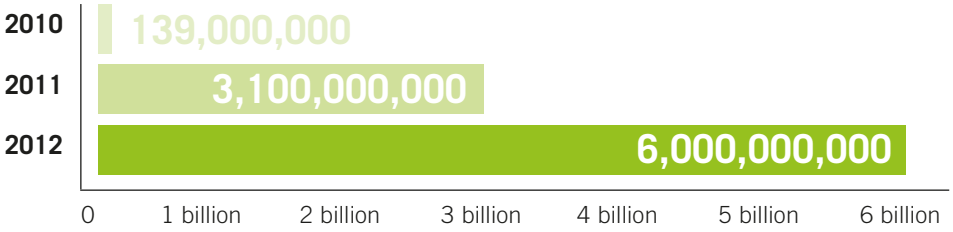
Reaching the audience

With so many media reports including references to the IET and its key messages, more people than ever have had the opportunity to read about the IET or learn more through broadcast programmes and online media.

Information is also disseminated via the IET's own channels, including E&T magazine, Partner News, Member News, E&T online and Flipside, as well as the IET websites.

In 2012, the UK total circulation for all media coverage was 720 million, in India it was 80 million, and in China it was 5.2 billion.

Reaching the audience

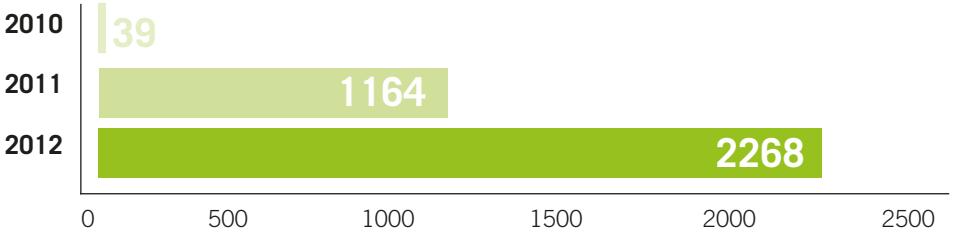


Getting the message across

Journalists are increasingly turning to the IET for expert comment and opinions in recognition of the fact that IET views are independent and evidence-based.

A large proportion of our spokespeople are volunteer members of IET Policy Panels. These panels are made up of subject experts who are supported by the IET's Policy Advisors. These staff and volunteers work closely with the Communications team to help inform the content of materials that are sent to the media – including topical news statements, press releases, case studies, letters and thought leadership pieces.

Coverage of IET key messages



National press and media

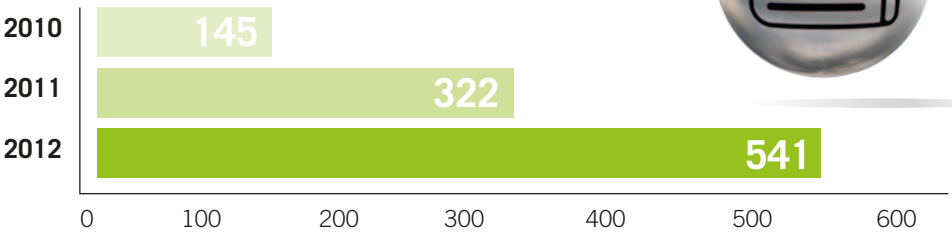
The national press is one of the IET's main media targets because of the big audiences these newspapers reach.

The IET's strong presence in UK national newspapers has continued with an improved presence in tabloid titles such as The Sun and Daily Mail.

In India and China, coverage has been achieved in titles including the New Indian Express, The Times of India, Hindu Business Line, China Daily, Economic Daily, and China Science Daily.

Topics covered included energy, transport, manufacturing, education and skills and IT & communications.

IET media reports in the national press (UK, India and China)



Social media

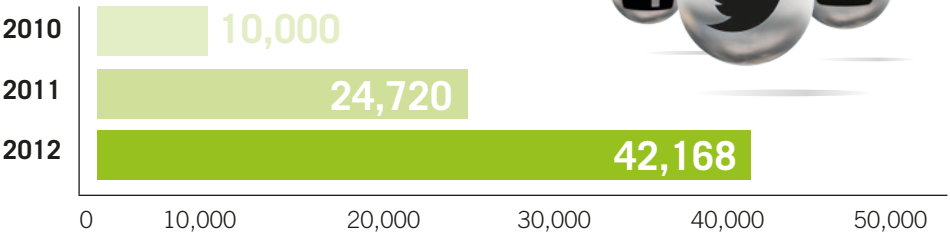
The IET's presence on social media sites has grown extensively during 2012.

The IET LinkedIn group now has over 15,000 members. While, over 10,000 people follow the IET on Twitter, and a new Facebook page, launched during the year, is growing in popularity.

In China, Weibo, one of the biggest social media sites, now has 1,000 IET followers.

Follow us on **Twitter** (@TheIET), visit our **Facebook page** (www.facebook.com/TheInstitutionofEngineeringandTechnology) or join our group on **LinkedIn**.

Social media followers



The Institution of Engineering and Technology

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www.**theiet**.org/media

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