

Summary of TREE's media impact: A joint report using information supplied by the Press Offices of Centre for Ecology & Hydrology, University of Salford and University of Portsmouth

This document provides an overview of the reach and significance of TREE's media coverage from the start of the TREE project until April 2018. The scope of the report includes both mainstream and selected social media. Due to the magnitude of TREE's reach, the examples are not exhaustive but provide a clear indication of the extent to which TREE has connected with publics around the world.

The **global audience reach of TREE to date is in the hundreds of millions**. In fact, the media coverage associated with just one of TREE's publications ([Current Biology 2015; 25, R1-R3](#)) reached well in excess of 100 million. It was the **top trending science story on Facebook** and received an "Altmetric" score in the **top 0.01% of all scientific articles** for media and online coverage.

Hundreds of online news sites worldwide have covered TREE's research. **Media coverage has included Reuters, BBC, Sky News, CNN, ABC, New Scientist, U.S. National Public Radio, all UK national newspapers, and national newspapers around the world including Washington Post, El Pais, Le Figaro, New Zealand Herald, The Japan Times, China Daily, The Times of India**. Professors Wood and Beresford have also reported on aspects of TREE's large mammal research within **The Conversation**, their article being read by **more than 30,000 people within the first 3 days** following publication. Some examples from TREE's far-reaching media coverage are given below; where possible hyperlinks are also provided.

In addition to coverage in the media, some of TREE's research has also **featured prominently in major documentaries**. For example, the BBC/PBS documentary '[Inside Chernobyl's Megatomb](#)' (screened in UK, USA, France & Japan) covered some of the TREE research undertaken by the University of Salford and Centre for Ecology & Hydrology on the wildlife of Chernobyl.

Some of TREE's scientists have also **used social media to maximise the reach and influence** of their research. Two such accounts (@ProfMikeWood & @Radioecology) have resulted in **1.5 million Tweet impressions**. The most unique page views of the TREE website on a given day was **c.2000**. A **Channel 4 News YouTube video** about TREE's work has been **viewed nearly 29,000 times**.

Examples of Media Coverage

Television

- Oct 2015: CNN news piece on Chernobyl Wildlife (<http://edition.cnn.com/videos/world/2015/10/07/chernobyl-wildlife-growth-james-smith-intv.cnn>)
- Jul 2015: Channel 4 News - Chernobyl: inside the nuclear disaster exclusion zone (<https://www.channel4.com/news/chernobyl-inside-the-exclusion-zone>)
- Apr 2016: BBC Newsround (<http://www.bbc.co.uk/newsround/36137799>)
- Apr 2016: Animal Planet - Life After: Chernobyl <https://www.animalplanet.com/tv-shows/life-after-chernobyl/full-episodes/life-after-chernobyl>

Radio

- Nov 2014: BBC Radio – Good Evening Wales
- Apr 2015: ABC Radio (<http://hub.salford.ac.uk/els/2015/04/28/dr-mike-wood-on-abc-radio/>)

- Apr 2016: BBC Radio Bristol
Apr 2016: BBC Radio Manchester

Online

- Nov 2014: BBC News – Brown bears return to Chernobyl after a century away (<http://www.bbc.co.uk/news/science-environment-30197341>)
Apr 2015: BBC News – Cameras reveal the secret lives of Chernobyl's wildlife (<http://www.bbc.co.uk/news/science-environment-32452085>)
Oct 2015: IFL Science - Wolves, Boar And Other Wildlife Defy Contamination To Make A Comeback At Chernobyl (<http://www.iflscience.com/plants-and-animals/wolves-boar-and-other-wildlife-defy-contamination-make-comeback-chernobyl/>)
Apr 2016: BBC Earth Online - The Chernobyl exclusion zone is arguably a nature reserve (<http://www.bbc.co.uk/earth/story/20160421-the-chernobyl-exclusion-zone-is-arguably-a-nature-reserve>)

Press

- Oct 2015: The Washington Post - In the eerie emptiness of Chernobyl's abandoned towns, wildlife is flourishing (<https://www.washingtonpost.com/news/morning-mix/wp/2015/10/06/in-the-eerie-emptiness-of-chernobyls-abandoned-towns-wildlife-is-flourishing/>)
Apr 2016: Chicago Tribune – Fall Out Boar: How a nuclear disaster created an animal sanctuary (<http://www.chicagotribune.com/news/opinion/editorials/ct-fukushima-fallout-boar-chnobyl-edit-0416-jm-20160414-story.html>)
Apr 2016: The Telegraph – 30 years after Chernobyl disaster, wildlife is flourishing in radioactive wasteland (<http://www.telegraph.co.uk/news/2016/04/23/wildlife-returns-to-radioactive-wasteland-of-chnobyl/>)
Apr 2016: The Los Angeles Times – Ukraine remembers Chernobyl nuclear power plant explosion 30 years later (<http://www.latimes.com/world/europe/la-fg-ukraine-chnobyl-20160426-story.html>)
Apr 2016: National Post Online - Chernobyl's toxic wasteland has become a wildlife haven where wolves, horses and bison roam (<http://nationalpost.com/news/world/chnobyls-toxic-wasteland-has-become-a-wildlife-haven-where-wild-wolves-horses-and-bison-roam>)

Other print media

- Oct 2015: New Scientist – Wildlife is thriving around Chernobyl since the people left (<https://www.newscientist.com/article/dn28281-wildlife-is-thriving-around-chnobyl-since-the-people-left/>)
Oct 2015: The Conversation – Wolves, boar and other wildlife defy contamination to make a comeback at Chernobyl (<https://theconversation.com/wolves-boar-and-other-wildlife-defy-contamination-to-make-a-comeback-at-chnobyl-48600>)
Oct 2015: Scientific American – Chernobyl wildlife making a comeback despite contamination (<https://www.scientificamerican.com/article/chnobyl-wildlife-make-a-comeback-despite-contamination/>)
Mar 2017: BBC Earth magazine – Out of the Ashes
Mar 2017: Waitrose Magazine – Chernobyl's Nature