Pure

Add new Press/Media record

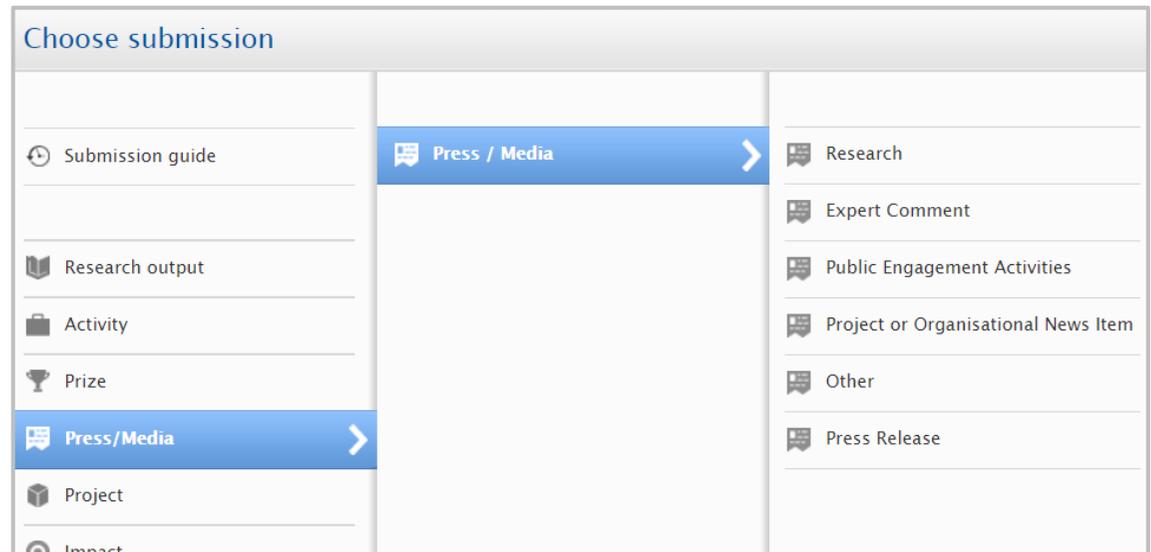**1.** Log in to Pure with your University Login (formerly EASE) at https://www.pure.ed.ac.uk
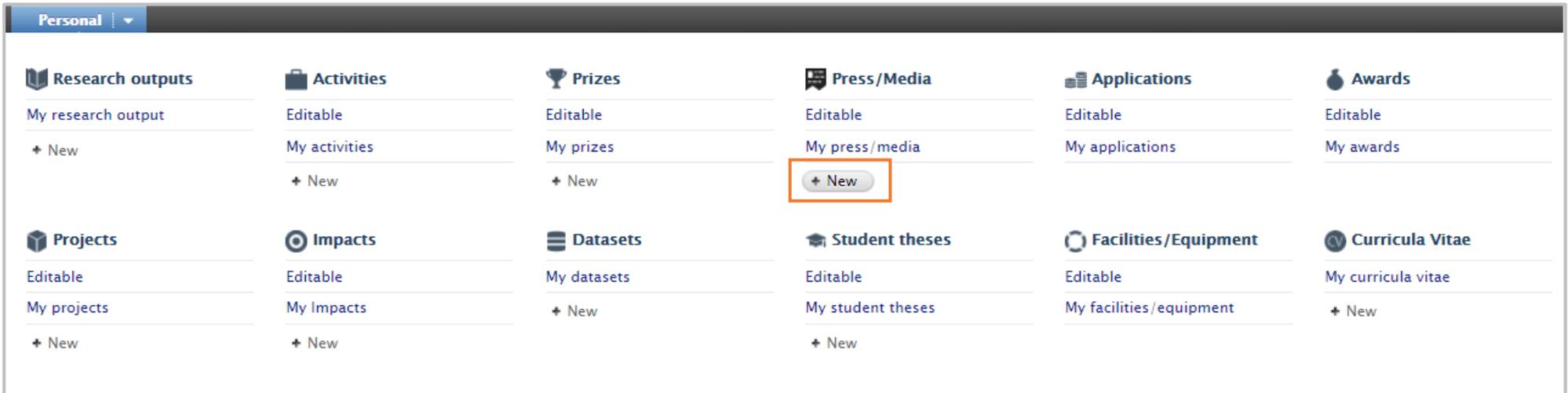
2. Click on the Personal drop down menu at the top left of the screen.

Click on the **+ New** button under Press/Media. This will open the submission window.

3. Select Template.

There are several types of press/media records available, please choose the relevant option (there will be an option to change it later in the template itself).The press/media template will appear.

Note. Fields marked with asterisks are mandatory. The record cannot be saved unless these fields are completed.

Type

Type
Research ▾

Description

Title of theme/story *

Description

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4. Add the Title and Description.

Title of theme / story: short description of the theme or news story, e.g. The best age to learn a second language. The exact title(s) (as published) should be mentioned under Details of Media contribution and Media coverage.

Description: item description, e.g. Professor X's research suggests our capacity to learn a language diminishes with age.

5. Add Media References.

Click on **Add media contribution or media coverage** to add a new reference. This will result in a pop up window with a number of fields.

Note. You can create one press/media record for several items on the same topic. As a topic can be discussed in multiple publications, a separate reference should be entered for each of those, where applicable.

Details of Media contribution and Media coverage ⓘ

Media contribution and media coverage *

Add media contribution or media coverage...

Add media contribution/media coverage

Type

Type *
- ● Media contribution ○ Media coverage

Description

Title *

[   ]

Description/Abstract

[   ]

Persons and affiliations

Persons and organisations *   [+👤]

No persons or organisational units associated

[Add person...] [Add organisational unit...]

Type: Indicate whether you're recording a media contribution or coverage. Select **Media contribution** if you wrote the article yourself (e.g. a blog post), or **Media coverage** if the article was written by somebody else and referenced your research.

Title: This should be the item's title as stated in the original medium.

Description: A short description of the item (optional).

You should **not** copy and paste the media article into the Description box, due to copyright. There is an opportunity to add a link to the article later in this guide.

Persons and affiliations: If you have a person record in Pure, this field will be automatically populated with your name. More people (internal or external) can be added if required, by clicking on **Add person…**

Date: date when the item was released

URL: link to the item if applicable (for impact evidencing purposes, consider using a permanent link such as one generated using the Wayback machine; if you're collecting screenshots, they will need to be uploaded to your Impact record).

Note. You cannot upload documents to press/media records.

Media name / outlet: Title of medium (newspaper, TV programme, online publication etc.)

Media type, Degree of recognition, Country, Producer / Author, Duration / Length / Size: Optional additional details of the contribution/coverage

Once the relevant fields have been completed, click **Create**, which will take you back to the main record template.

Details

Date *

Example: 21/10/2002

URL

Media name/outlet

Media type   Degree of recognition

No value   No value

Country

United Kingdom

Producer/Author

Duration/Length/Size

Persons and affiliations ⓘ

Persons and organisations
No persons or organisational units associated

Press/Media managed by

Managing organisational unit ✱
[+ 🏠]

Period

Period

Keywords ⓘ

KEYWORDS

[   ]

6. Check information

Once the **Details of Media contribution and Media coverage** section has been completed, the **Persons and affiliations**, **Press/Media managed by**, and **Period** sections will be automatically populated with details provided earlier. Check these and make alterations to the **Press/Media managed by** if necessary.

7. Add Keywords

Enter keywords if desired – this will make the record more searchable. Avoid adding multiple keywords into the same box – a new box will appear automatically once you start typing in the existing one.

Event

Event

Add event...

Relations

Press/Media

+

Research outputs

+

Activities

+

Prizes

+

Projects

+

Impact

+

Datasets

+

Student theses

+

Facilities/Equipment

+

Visibility ⓘ

Visibility

Public – No restriction ▼

Status: For approval ▼   **Save**

8. Demonstrate links between the Press/Media record and your Research and Save

Event: In this section you can link the press/media record to any relevant event (for example when recording press coverage for a researcher-led event at a festival)

Relations: Use this section to link your press coverage to related content form your profile. Click on any of the '**+**' icons and a search box will appear. The options to add will appear once you start typing.

Visibility: This is set to Public by default, which means the record will appear on Edinburgh Research Explorer and be available for reuse on other websites which reuse Pure data.

Finally, remember to **Save**!