

Landing Press Coverage

What the media want

News organizations compete for readers and viewers who are busy and distracted. They have hundreds of options when it comes to how they read, see and hear their news. At the same time, reporters and editors hear from scores of readers, publicists and media relations professionals each week who try to place comment and stories in the press.

The [media relations team](#) strives to address media inquiries promptly and to promote clear, unique and timely stories that satisfactorily address the questions that rest foremost in the minds of reporters and editors: “What’s new, and how does it affect my audience?”

Why bother?

News coverage can reach an audience ranging from hundreds to millions, depending on where a story appears. The Los Angeles Times alone sells more than 850,000 newspapers every day, with most copies read by multiple readers. Even the briefest mention can reach a large audience.

News coverage holds a number of potential benefits for faculty and UCLA Health Sciences:

- Develop donors and cultivate prospects.
- Faculty/staff recruitment.
- Patient/subject recruitment.
- Increased awareness and support for UCLA Healthcare and UCLA.
- Educating the public.
- Sharing with peers.
- Building relationships with press that may be important in the future.

News the press can use

UCLA does not pay a fee to place stories, yet scores of stories appear each week featuring UCLA Health Sciences research, patient care and expert opinion. Take a look around UCLA and you will see a wealth of positive, newsworthy stories, as well as leading experts on a wide array of topics. Casual discussions with patients, families and co-workers can uncover many newsworthy stories or experiences. Published research and the introduction of new medical technologies offer regular opportunities for coverage.

Generally speaking, a medical/health story at UCLA that captures media interest will encompass one or more of the following attributes:

- **Human interest**
 - A story of a patient benefiting from a new medical device is more interesting than how the device works.
 - A story on discovering stem cells in mice caused barely a stir. In humans, it was explosive.
 - A unique patient or heartwarming human-interest story draws attention.
 - An event with a human-interest angle brings the message home.

- **Published research or new medical techniques**
 - Anything of benefit to the public that can be described as the first or the only.
 - Newly published research. (Notify the media relations office at least one month in advance of publication.)
 - New medical treatments or techniques.
 - Studies on public health issues.
 - New programs or services for the public.

- **Faculty expertise**
 - UCLA faculty with expertise and opinions on issues and events in the news.

- **Study volunteers and calendar events**
 - Clinical trials seeking study volunteers.
 - UCLA Healthcare seminars and community events.

What is NOT news?

Editorial space and air time are precious to the media and have steadily declined in recent years. Not all stories that are important to faculty, departments or the institution will pass muster with the press. Here are a few examples:

- Lectures, symposia, special events for colleagues – not the public.
- Grants and donations. (Exceptions include extremely large gifts, such as David Geffen's \$200 million donation to the School of Medicine, and gifts that involve compelling human interest stories.)
- Personnel announcements. (Exceptions include the highest administrative ranks of UCLA Health Sciences.)

- Prizes and awards. (Exceptions include the Nobel prize and National Medal of Science.)
- Grand openings, dedications, groundbreaking ceremonies.

Help us help you

- Alert us when the media contacts you.
- Notify us upon ACCEPTANCE of your research paper. In most instances press interest is minimal after a paper is published.
- Provide six weeks lead time in advance of calendar events so we can meet publication deadlines.
- Respond promptly to media inquiries. Always try to honor a reporter's deadline.
- Busy? Let us say "no" for you and try to find an alternate source for the reporter.