

The Media and You

UCLA Health Sciences Media Relations

What is Health Sciences Media Relations?

- Promoter
- Matchmaker
- First line of defense

How do we do it?

- Filter dozens of inquiries a day
- Press releases
- Story pitches
- Media training
- Message points

News the media can use

- Published research
- Human-interest stories
- New medical techniques
- Faculty experts
- New services
- Calendar events
- Research volunteers

What is NOT news?

- Lectures, symposia, special events
- Grants and donations
- Personnel announcements
- Prizes and Awards
- Grand Openings

- Yes, there are exceptions.

Why bother?

- Financial support
- Faculty/staff recruitment
- Patient/subject recruitment
- Institutional advancement
- Educating the public
- Sharing with peers
- Building relationships with press

What if '60 Minutes' calls?

- Call CHS Media Relations
- Identify spokesperson
- Craft message points/statement
- Practice (media training)
- Manage interview

Help us help you

- Let us know when the media contacts you.
- Notify us upon ACCEPTANCE of paper.
- Provide four weeks lead time in advance of calendar events.
- Respond promptly to media inquiries.
- Recommend alternate sources
- Busy? Just say “no thanks.”

Who to call

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