

## MEDIA RELATIONS GUIDELINES

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### ***Approach the media relations manager with story ideas***

All news releases, media pitches and contact with reporters should go through the Cumming School of Medicine media relations manager. Institutes and departments within the Cumming School of Medicine should not be contacting media directly via phone, email or social media.

News releases issued by the Cumming School of Medicine usually focus on published research results, education initiatives and community engagement.

For the school to publicize a research paper, a Cumming School of Medicine researcher must be the first author or principal investigator. For a research finding to be newsworthy and credible, it must: represent either a fundamental basic science finding of outstanding or unusual interest, or be published in a high impact journal, or represent an impactful health outcome/understanding of great interest, or share results from a clinical research study.

If you are approaching the media relations team with a research paper for media outreach, we ideally need at least two to three weeks notice before a paper is published. Please send us an email with the manuscript and lay summary. We will respect all embargoes.

We tend not to issue news releases that are recruiting for research study participants, third party fundraisers, events, awards, researchers presenting at conferences, the start of studies or announcements of new recruits.

If you happen to come across an interesting story in the lab, let the media relations manager know via email/phone and suggest this is something for the 'rainy day list' – a list reporters use when they do not have a news story to work on. These stories are more like features and are less time sensitive.

Writing a story for UToday is another way to bring awareness to various projects. Stories in UToday are often picked up by media.

### ***Working with partners***

If a partner (AHS, funding agency, medical journal, University Relations, etc.) approaches you with a media announcement or news release, contact the media relations manager. This will help everyone strategize for the best outcome. We work with numerous agencies and want to ensure a successful event by taking into account things like time of day, availability of people to interview, and conflicting dates. The media relations manager will work directly with the partner on coordinating the release and obtaining quotes and approvals.

All media events on University of Calgary, Foothills Campus property must be signed off by the Department of Communications and Media Relations.

***The “expert” media call***

If a reporter calls you looking for an “expert” for news of the day, please refer them to the media relations manager. We will liaise with you as appropriate, and will let you know if an interview took place and where it appeared.

***Questions from researchers***

If researchers have any media related questions, please refer them to the Department of Communications and Media Relations.

**CONTACTS:**

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