ACTRI Communications

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My job is to help publicize the people and programs of ACTRI. Social media posts, articles on the ACTRI website, and a newsletter for members and employees are all ways to disseminate photos and stories. I can assist in drafting press releases and articles for consideration and distribution by the media relations team for Health Sciences or other campus outlets (see channels below). Please loop me in about any news-worthy items you’re involved with or contact me to determine which outlet may be the most appropriate for your news or story. Remember to mention your affiliation with Altman Clinical and Translational Research Institute and use of ACTRI facilities in interviews.

Communications Channels

ACTRI:

News/Announcements
ACTRI News Archive, Information kiosk in lobby

Social media
Facebook @UCSanDiegoACTRI
Twitter @ucsdactri
LinkedIn @ucsdactri
Instagram @UCSanDiegoACTRI

Events
ACTRI Events Page, Information kiosk in lobby

Newsletter (funding opportunities, new employees, staff highlights, awards)
ACTRI Newsletter Archive

Health Sciences:

Press releases
health.ucsd.edu/news

News features
health.ucsd.edu/news/features

Blog
ucsdhealthsciences.tumblr.com

Social media
facebook.com/UCSDHealth | twitter.com/UCSDHealth

Discoveries magazine
healthsciences.ucsd.edu/discoveries

UC San Diego campus newsroom
ucsdnews.ucsd.edu

Internal Organ, School of Medicine newsletter
Internal Organ archive

This Week @UC San Diego email newsletter
ucsdnews.ucsd.edu/this-week

Triton alumni magazine
tritonmag.com

UCSD-TV Health Matters program
ucsd.tv/healthmatters

N Equals One health sciences podcast
health.ucsd.edu/podcast
Health Sciences Communications Contacts

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What they do: Often referred to as public information officers (PIOs), Health Sciences has a team of writers and media relations professionals with backgrounds in journalism, marketing and science. They also develop relationships with members of the local and national media, to keep them informed about our news and to facilitate coverage of UC San Diego Health Sciences in online, print and broadcast outlets. They can assist in interviews or with media questions or issues. For example, how to frame answers or dress for a studio TV interview. They also have a PIO on call 24/7 to respond to media calls and staff UC San Diego Health’s Hospital Command Center in emergencies.

Why it’s important: All institutions receiving public research funds have a duty to communicate the results of that research back to the taxpaying public, helping people understand the importance of state and federal research funding. It’s also important to share information with the public in order to build scientific literacy and help people make informed health care decisions. In addition, communications help burnish the reputation of UC San Diego Health around the world, better positioning the university and health system to attract top research talent, collaborations, funding and donations.

How Faculty and Researchers Can Help

Send us your news. “News” typically includes timely items such as papers, grants, awards and events. We’d also love to hear about unusual stories, interesting people, even just cool images. In order for us to produce a press release for a paper, the senior author should be a UC San Diego researcher, although sometimes the local lead can be the first or corresponding author. Papers publishing in top-tier journals and research involving human disease and/or potential new diagnostics or therapies are especially newsworthy, as they are most likely to interest the media and general public. Not all news will necessarily be appropriate for a press release, but we can almost always find an outlet for your story.

Be timely. Please tell us about new papers as soon as they are accepted for publication. Do not wait until they have already appeared online. A paper published even just a few days or weeks ago may already be stale news to a reporter. Send us other news items as soon as you hear about them so we have time to prepare a press release (or other publication) and, if appropriate, start reaching out to the media in advance of publication. We understand and work within journal embargo policies.

Review our articles carefully. If we write about you or your work, you will always be given a chance to review it before publication. Keep in mind that we are writing for the lay audience — most of our pieces are intended as brief overviews. Please be sure to check for accuracy and provide feedback in a timely manner.

Make yourself available for interviews. Ideally, our press release captures a reporter’s attention and then he or she calls us to request an interview. Sometimes, reporters reach out to researchers directly. If you’re comfortable taking the call, go for it (though please also let us know about it). If you’d like our assistance in either setting up an interview or vetting the reporter, ask the reporter to contact us. Although interview requests often occur with little advance notice, please make time for them. Media coverage allows us to reach a broader audience than our own communications channels alone.

Check out the Media Guide and training video for more guidelines and helpful tips on topics ranging from filming on campus to the UC non-endorsement policy.