College of Engineering Media Relations Guidelines
The goal of media relations is to promote research, engineering-related events, and academic or educational activities. The College of Engineering can help you publicize news with a university connection through faculty, staff, or students. The following guidelines should help you get started.

Is it newsworthy?
If you have:
• A noteworthy paper to be published in a top-tier journal or conference
• A large new research project under way
• An award you wish the community to know about
• An event you want people to attend

These occasions might be newsworthy. In general, a story must have some unusual aspect to warrant wide attention: a scientific breakthrough; an exceptionally large donation; the appointment of a well-known scholar; or a timely event or development.

What happens next?
Depending on the significance of your news, the communications team may use the following vehicles for publicity:
• Issuing a news release to editors of national newspapers, magazines and radio programs
• Writing a feature or news item for the College newsletter or website
• Sending an advisory to local media for an upcoming event

If you have a news item that might warrant media attention, please call or email the College’s senior communications and marketing officer Dr. Aditi Risbud with a short description and timing for the event. She can be reached at 801-587-9038 or aditi.risbud@coe.utah.edu.

Promoting research results
For publications, please give as much notice as possible: ideally when the paper is accepted. Once a paper is available to the public through the journal it will be published in, it’s no longer news. This includes online publication ahead of print, although there are exceptions (e.g., arXiv).

We are familiar with embargo policies from journals such as Nature and Science, and will coordinate with other university/industry/government press offices in the case of multi-institute publications, grants, or projects.

If a funding agency or award-granting entity has special requirements for press releases, please mention this in your description.
**Working with the media**

After an event is publicized, a reporter or other member of the media may contact you. We publicize news to maximize positive coverage of your research and events. You must be available by phone and flexible with your time whenever possible, as media deadlines are typically short.

When speaking to a reporter:

- Always remind reporters to include your affiliation to The University of Utah’s College of Engineering when referring to you as a source.
- Speak plainly and try to avoid jargon and acronyms.
- Use real-world examples or anecdotes to help illustrate technical concepts.
- Don't speculate or feel obligated to comment on issues outside your area of expertise.
- Long statements are often edited and can/will be taken out of context. If you don’t want to see it in print or hear it on the news, don’t say it.
- Don't ask to review a story before it is printed; rather, invite reporters to call you back if they need more information or want to verify quotes.

**After the interview**

If a story contains major errors or mischaracterizes your work, please let Aditi know, rather than calling the reporter directly. She will also serve as a media liaison during an interview if you feel more comfortable.

If you are concerned a story may have potentially negative impact, always let Aditi or another member of the University Communications team know.

Apart from university-related publicity, faculty members are always permitted to speak freely to the media. However, please remember you are now speaking on your own behalf, not on behalf of the College of Engineering or The University of Utah. Refrain from making "institutional" comments in these situations.

A story or event may be very important to its sponsors, but whether it will receive outside press coverage depends on many factors, including the nature and significance of the news or event, its timing, and even what other news is happening that day. **Please remember: media coverage of any story or event never can be guaranteed.**