



Albert Einstein College of Medicine

Media Inquiry Guidelines

I. Purpose

The following Guidelines outline how faculty, students, post-doctoral fellows, and staff should handle interview requests from members of the media. The goal of the guidelines is to ensure that the Department of Communications & Public Affairs (DCPA) can help you maximize positive media coverage of your research, educational program, or project, as well as for Albert Einstein College of Medicine (“Einstein” or “College of Medicine”).

II. Scope

These Guidelines apply to Einstein faculty, students, post-doctoral fellows, and staff. For more about use of the Einstein name, see the [Use of the Einstein Name Policy, COM-POL-2018-001](#).

III. Guidelines

If you receive an interview or information request from a member of the media, please refer the inquiry to DCPA at (718) 430-3101 or sciencenews@einsteinmed.edu. A member of our media team will work with you to vet the request and respond quickly to the reporter.

For faculty: If you receive an interview or information request from a member of the media with whom you already have an established working relationship, you can schedule an interview with him or her yourself, provided you feel comfortable with the topic—but we ask that you alert the media team in advance of the interview taking place.

All media visits to Einstein’s campus must be coordinated through DCPA. We can coordinate the required visitor registration, communicate vaccine/booster requirements, arrange parking, review and traffic a location release for signature (when required), and coordinate other logistics. Please contact the media team at (718) 430-3101 or sciencenews@einsteinmed.edu.

III.A. DCPA Resources and Support

Garnering positive media attention for Einstein’s education and research programs and members of the Einstein community is very important to expand the institution’s visibility and reputation among key stakeholders and the public at large. We encourage you to engage the media in discussion so your expertise and perspective are part of the dialogue.

DCPA can provide guidance and resources that can help improve your interactions with and coverage in the media, including:

- Vet outlets and reporters: DCPA can conduct research and help you to determine if an interview is appropriate or advisable;
- Provide context: DCPA may be aware of a current controversy or a potential story angle that could place you or Einstein in an unfavorable or uncomfortable position. We can advise if there is a designated spokesperson for the topic at Einstein and/or Montefiore;
- Develop talking points: Anything you say to a journalist or media representative in an e-mail or phone conversation is considered “on-the-record” and can be used for publication. If needed or requested, DCPA can help refine language and messaging, particularly for complex or sensitive topics;
- Advocate for accurate title and institution names and positioning in media coverage;
- Request corrections.

III.B. Special Circumstances

You may encounter reporters, writers, and other members of the media at conferences, symposia, meetings, and other events at locations other than Einstein. In such instances, it may be impractical for an on-deadline media request to be vetted by our department.

If you feel inclined to participate, we recommend that you:

- Ask to see media credentials.
- Take a business card or other contact information. (You always want a way to reach a journalist after an interview is over to make clarifications, if needed.)
- Contact us at 718-430-3101 or sciencenews@einsteinmed.edu to inform us about your interview.

III.C. Contact Information

Contact us at (718) 430-3101 or sciencenews@einsteinmed.edu.

IV. Definitions

None.

V. Effective Date

Effective as of: January 10, 2022.

VI. Document Management and Responsibilities

The Responsible Office under this document is the Office of Communications and Public Affairs. The Responsible Executive is the Associate Dean for Finance and Administration. The Responsible Officer for this policy is the Associate Dean, Communications and Public Affairs.