



THE JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH

THE SCIENCE OF MEDIA

PROMOTING PUBLIC HEALTH

As the official media liaison of the Johns Hopkins Bloomberg School of Public Health, the Office of Communications and Public Affairs articulates the School's mission of public health research, education and practice in clear, consistent and compelling ways.

Science Doesn't Exist in a Vacuum

As a Bloomberg School faculty member, you strive to make lifesaving discoveries in the field or in the lab. But to succeed, you need financial support from public and private sources. You also want to ensure that your work is accurately reported to policy makers, colleagues, potential sources of funding and the public.

The Public Affairs team within the School's Office of Communications can help present your work in the most effective way to the relevant constituent audiences.

Why Publicize Your Research?

- Scientists have an ethical responsibility to share knowledge that can improve lives.
- Faculty can support the Bloomberg School by helping make its contributions known to the public.
- Funding agencies and private donors can learn of your work.
- Research can influence government priorities and policies.

Media Relations

The Public Affairs team promotes research studies accepted for publication, funding announcements, events at the School and

other newsworthy topics to various news media. News releases are sent to the media to pique their interest, revealing just enough pertinent information about a topic to give editors and reporters a quick understanding of the issue. They can then contact us to request a copy of the study, to learn more about an event or to schedule interviews.

Here's how the news release process works:

- Let us know when a study is accepted for publication or when plans are finalized for an event. For published studies, send us a manuscript or galley proof and the journal's contact information.
- If a project is newsworthy, we will meet with you to discuss key points, draft the news release and send it to you for final approval.
- We then distribute the release to newspapers, magazines, online publications, and media networks, as well as posting it on the School's Public Health News Center at www.jhsph.edu/PublicHealthNews.
- For a few days before and after the news release's distribution, you need to be available for media interviews.

In addition to news releases, we also publish short news stories on our website but do not send these to the media.

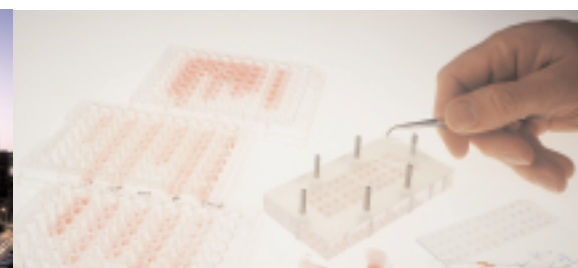
Media Interviews

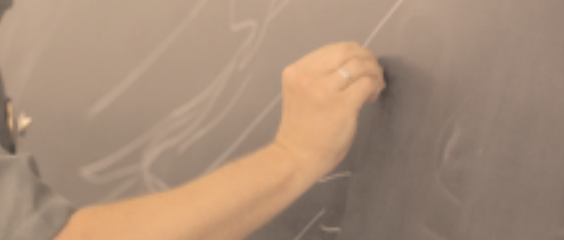
A few notes:

- We can arrange one-on-one sessions to help you prepare for an interview with reporters. If a reporter does contact you directly, please refer the reporter to our office.
- Our office is responsible for arranging the interview and escorting television crews, reporters and photographers on campus.
- During the interview we ask that you specifically mention your affiliation with the Johns Hopkins Bloomberg School of Public Health.

Op-Eds and Letters to the Editor

Guest-written newspaper editorials, called op-eds, can help inform people about public health issues like air pollution, emerging diseases, industrialized farming, disaster preparedness and so on. We encourage you to submit op-eds, which are usually 500 to 700 words, directly to major newspapers. We can offer advice on how to do this.





Letters to the editor, which are typically just 100 to 150 words, address specific comments made previously in a newspaper and generally have a greater likelihood of publication.

Media Training/Crisis Communications

Each year the Public Affairs team organizes a free media training session for faculty where we discuss techniques to help you give successful media interviews. Individual sessions with outside professional trainers can be arranged for a fee. During an event that adversely impacts the School or its staff and students, we assist faculty and coordinate with the dean's office, when necessary.

Find an Expert

Find an Expert (www.jhsph.edu/experts) is an online guide maintained by the Office

of Communications and Public Affairs to help the media, prospective students and researchers and practitioners at other institutions to identify Bloomberg School faculty by topic. Although the database allows the media and others to access your faculty webpage, we encourage reporters to contact us, rather than to communicate with you directly.

Please notify our office if you wish to have your name added to or removed from Find an Expert.

A Note about the School's Brand

The Office of Communications and Public Affairs is responsible for maintaining the School's brand through consistent messages and cohesive design concepts. Key components include our logo, positioning statement and tagline (Protecting Health,

Saving Lives—*Millions at a Time*), as well as guidelines on color, typography and size. These elements help to shape the School's identity and how the institution is perceived by various audiences.

Our logo, PowerPoint template, and other branded materials can be downloaded from our website at www.jhsph.edu/identity.

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