



Who writes the research news release?

Presented by:

Hilary Thomson

Senior Communications Co-ordinator

UBC Public Affairs Office (UBCPA)

www.publicaffairs.ubc.ca

THE UNIVERSITY OF BRITISH COLUMBIA





Who writes UBC's research news releases?

Senior communications co-ordinator

- Funding announcements, beat area news, research issues management

Communications co-ordinators: according to beat areas

All UBCPA communications positions in VP External portfolio



Why positioned in UBCPA?

Mandate for UBCPA is building reputation – research communications key

News stays in news office; issues management stays in UBCPA



Why positioned in UBCPA cont...

Senior position created in 2001:

- Response to need for research accountability
- Ties in to existing health beat assignment re: complexity and funding
- Includes research enterprise in teaching hospitals
- Builds on existing relationships with affiliated units



What are benefits?

Integrates with UBC communications plan

Capitalizes on existing relationships with media, resources, mechanisms

Capitalizes on issues management experience of UBCPA

Supports branding/marketing activities of UBCPA

News judgment applied consistently



Benefits cont...

Ties in with media training resources

No turf wars over major stories, duplication, tripping

Single point of contact for government, granting councils, faculty

Reports to same VP as government relations: informal communications advantage



What are limitations?

Emphasis on research communications not included in job description

No protocols / formalized allocation of responsibilities between UBCPA / VPR

Research magazine not produced by UBCPA, limits media potential