

## Media guide for faculty and staff

Our faculty, staff, students and alumni are increasingly sought out by the media for perspectives on the latest public health matters. Because of this, the Office of Communications has put together some guidelines to keep in mind when approached by a reporter or preparing for an interview.

- Be sure to copy Editorial Manager [Ariana Costakes](#) on any and all communications with reporters. Our office will vet the publication, log the reporter's contact information and track the coverage.
- Encourage reporters to use the full and correct name of our school: **The CUNY Graduate School of Public Health and Health Policy** (CUNY SPH upon second mention) and refer them to Editorial Manager [Ariana Costakes](#) for any additional information about the school.
- When listing your credentials, **the name of our school should come before any center, institute or department affiliation**. You can ask the reporter to mention your other affiliations further down if there is room.

For example:

Jane Doe, Associate Professor at the CUNY Graduate School of Public Health and Health Policy.

Jane Doe, Associate Professor at the [center, institute or department]

Jane Doe, Associate Professor at CUNY's [center, institute or department]

Jane Doe, Associate Professor at CUNY

- Find out the reporter's deadline (they will likely mention).
- During the interview, speak plainly and avoid technical jargon.
- Always keep in mind you are representing the school and the university.

If conducting an interview via Zoom or other video call platform:

- Sit in a quiet/private room alone with a door you can close, to ensure the best sound quality and least background noise possible.

- Do not use virtual or blurred backgrounds on Zoom. Instead, choose a space in your quiet room with the wall behind you or if you have artwork, a bookcase, etc. that is not too distracting for the viewer. Avoid having any logos or profanity/controversial images in your background.
- For the best lighting, have your light in front of you rather than behind. If you are using a window as your primary lighting, for example, sit with your face to the window so that it lights your face. If you sit with your back to the window, you will be backlit and the camera will struggle to see you.
- Set up your device horizontally, so that your video looks like a TV show as opposed to Instagram stories which are vertical.
- Prop up your device on books or something that can elevate it to your eye level, so that the camera is not looking up your nose. Eye level is usually the most flattering angle for most people.
- For the best audio, avoid using the speaker too loud on your device. You can wear headphones or try to test out your audio before you begin. Do not sit further than 1 foot from the microphone in order to ensure that you can be heard.
- Wear a solid color top/shirt without any tight knit patterns, as this sometimes causes a strobing effect on camera which can be distracting.
- If the interview is not live and you would like to redo your answer, ask if you can do so in order to get the best take.