

Media/Press Relations

Press Office: (212)241-9200 (staff can be reached 24/7)

E-mail: newsmedia@mssm.edu

The Mount Sinai Medical Center Press Office handles all matters related to the press, and can assist you with a wide variety of needs. The lead time for responding can vary greatly by event, so always give the Press Office as much advanced notice as possible, as described below.

Situations Requiring Immediate Attention:

- Inquiries from Reporters – If you are contacted by a reporter or producer from any media outlet, please contact the Press Office immediately before providing any information. Sensitive or confidential matters are especially important to report promptly.
- Crisis Coverage – If news crews appear on campus in response to a crisis, resist the temptation to grant an on-the-spot interview. Instead, refer reporters to the Crisis Command Center (Security will direct you/them to the location) to ensure that the Medical Center responds in a “single voice.”

Situations Requiring Some Advanced Preparation:

- Publications - When you have an important manuscript accepted for publication, e.g., an article in a major journal, or a textbook, notify the Press Office (ideally four weeks before anticipated publication) and staff will work with you on possible opportunities for media exposure.
- Academic Conferences – If you have a major role in a national or international conference in your area of expertise, contact the Press Office (ideally at least four weeks in advance) to discuss opportunities for coverage of the event.
- Commercial Media Event – If a company or organization wants you to participate in their own media event, production, press release, product endorsement, etc. contact the Press Office to ensure that the proposed activity complies with institutional policies.
- Recording, Filming and Photography – Any on-campus photography or filming must be cleared by the Press Office to evaluate possible HIPAA issues and security concerns and to ensure that the institution is portrayed in the most favorable manner.
- Success Stories to Promote – Successful outcomes in clinical care and research can make great media stories. Contact the Press Office if you think that a particular patient, physician or researcher story might be newsworthy.

Note: Security will only give journalists, camera crews and other members of the media clearance to enter campus buildings if their visit has been expressly authorized by the Press Office and they are escorted by Press Office staff.