

# Introduction to UBC Media Relations

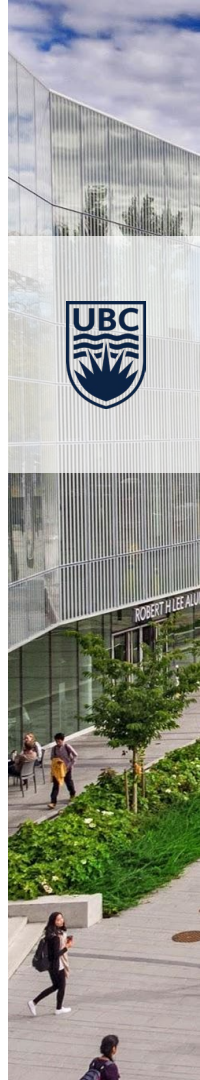
FACULTY OF LAND AND FOOD SYSTEMS  
APRIL 25, 2024

Sachi Wickramasinghe, Media Relations Specialist

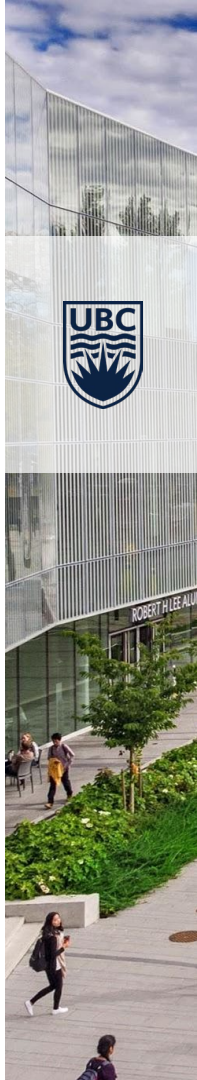




HELLO!



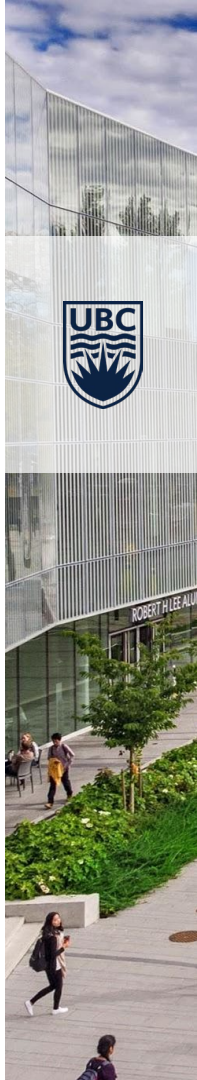
# UBC MEDIA RELATIONS





## WHAT WE DO

- Help assess the news value of a research paper, scholarly work, project or story idea
- Identify the best media outreach strategy
- Package stories: write news releases, produce videos, edit op-eds
- Prepare researchers for interviews through media training
- Provide issues management support





# PRIMARY AUDIENCES

Through traditional and emerging news media, we try to reach:

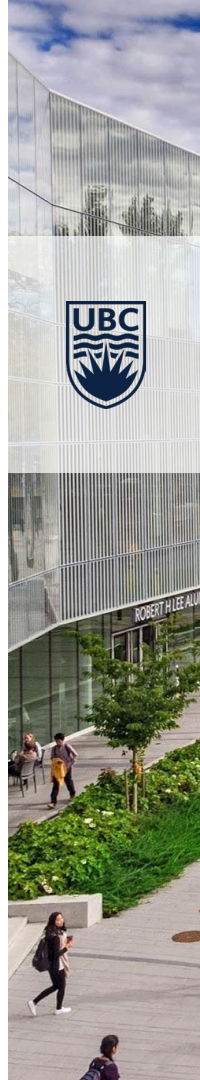
- General public
- Government
- Funding agencies
- Business community



## WHAT WE LOOK FOR

**Potential for media interest *or* significant public good *and* aligns with UBC's strategic priorities**

- Peer-reviewed research and scholarly work
- Expert commentary on current events
- Strategically important announcements for the university
- Significant faculty recruitment successes
- Significant student-related news or initiatives



## WHAT WE LOOK FOR (continued)

If your paper is potentially newsworthy AND hits on one of the university's strategic priorities, it's a particularly strong candidate.

Examples:

- Equity and anti-racism
- Reconciliation and Indigenous Peoples
- Health innovation and community well-being
- Teaching, learning and research excellence
- Sustainability and climate action



## LFS METRICS

- Media mentions year-over-year

Year	Media Mentions
2020	128
2021	115
2022	191
2023	258

- Media inquiries in 2023: 62
- Topics: Climate change and agriculture, water conservation and drought, health trends, diet and nutrition, food security, food safety, animal welfare, food prices, insects





# 2023 STORIES: DIET CALCULATOR

**THE UNIVERSITY OF BRITISH COLUMBIA**

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Photo by Jimmy Dean on Unsplash

## New personal diet calculator checks how your diet stacks up against guidelines

SCIENCE, HEALTH & TECHNOLOGY

Oct 12, 2023 | For more information, contact [sachintha Wickramasinghe](#)

Want to know how closely your eating habits adhere to dietary guidelines?

Want to see how you rank among other Canadians your age?

Want to learn how you can change your diet to reduce your chance of developing a chronic disease?

A new online tool can do all that for you.

The Dietary Pattern Calculator (DiPaC), developed by a cross-Canadian team led by University of British Columbia assistant professor Dr. Mahsa Jessri, is a screening tool that can help anyone make healthier food choices and for health-care providers to integrate food and nutrition information more easily into their practice.

The *Canadian Journal of Dietetic Practice and Research* published the methodology behind

**Tweets by @ubcnews**

**UBC Media Relations** @UBCNews · Sep 3, 2019

Solved metabolism helps geese fly



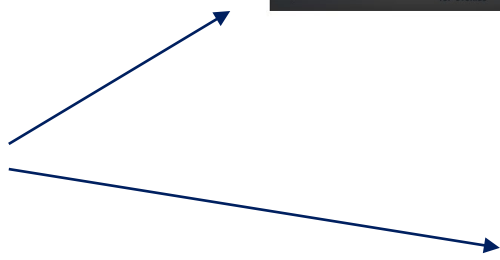
**Diet Calculator Can Assess Eating Habits in 15 Minutes**

CTV Morning Live learns about a new diet calculator that can assess eating habits in 15 minutes with Dietitian and Co-author of Dietary Pattern Calculator, Adelia Jacobs!

Oct. 16, 2023 1:15 p.m. PDT

If Why you can trust CTV News

Share



**13 Media Stories**

Quoting Mahsa Jessri,  
Doug Manuel,  
Adelia Jacobs (MSc student)

**THIS B.C. diet calculator can assess food health in minutes**

Developed by researchers at the University of British Columbia, the new Dietary Pattern Calculator helps you calculate your diet and improve eating habits in 15 minutes.

**SEARCH NEWS** Oct 18, 2023 10:58 AM

Allow home cooking and less eating out can improve your score on the new Dietary Pattern Calculator - [enjoy our health content](#)

**Listen to this article** (00:01)

A B.C. food researcher has helped launch an online diet calculator that can gauge health risks associated with one's eating habits.

Mahsa Jessri, an assistant professor in the University of British Columbia's Faculty of Land and Food Systems, designed the calculator as a quick tool to assess and improve eating habits.

"In under 15 minutes, [the Dietary Pattern Calculator] can capture how healthy your diet is overall, compare it to other Canadians of the same age and sex, and provide tips on how to change your eating habits for the better," said Jessri, who is also a Canada research chair in nutritional epidemiology for population health.

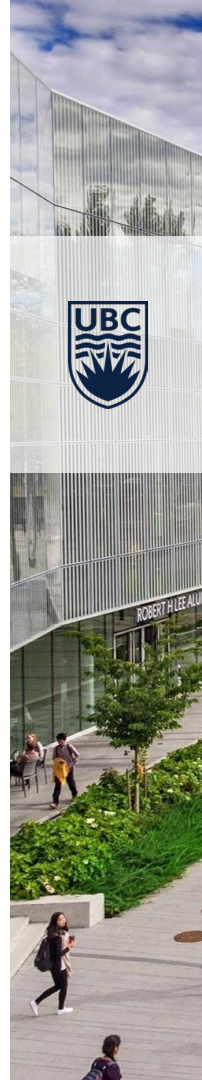
**FLASH SALE** Oct 18, 2023

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**COMMUNITY POLL**

Participate in our next community post. Should the North Shore have more red-light and speed



# 2023 STORIES: BAT RESEARCH

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**Tweets by @ubcnews**

UBC Media Relations @UBCN... · Sep 3, 2019

Saved metabolism helps geese fly

**Bats in Vancouver: UBC researchers to study secret city nightlife**

May 8, 2023 | For more information, contact [sachintha Wickramasinghe](#)

They live among us and eat pesky insects, but unless you're armed with an ultrasonic microphone you may never notice our nocturnal neighbours: bats.

UBC researchers Dr. Matthew Mitchell (Faculty of Land and Food Systems) and Aaron Aguirre (Institute for Resources, Environment and Sustainability) want to bring these fascinating creatures out of the shadows, and will spend the summer collecting data on bats in Metro Vancouver.

They're in a race against time: In early April, evidence of a deadly fungal disease called white-nose syndrome was found in B.C. for the first time.

We spoke with Mitchell and Aguirre about their study and why it matters.

**What is white-nose syndrome and how does it impact bats?**

VANCOUVER  
**'They're not these malicious creatures of the night': UBC researchers collect bat data after deadly fungus found**



Kraig Krause

Vancouver's nightlife stretches further than just the Granville strip. Bats are letting loose and can be seen flying across the city's night sky and coexisting with its urban environment.

Kraig Krause  
CTV News Vancouver Journalist  
@Kraigo11 (@CKraigo)

Published May 11, 2023 7:04 AM PDT

Share

The project will look to better understand how bats use urban and natural landscapes and how their environment impacts them.

**RELATED STORIES**

- Fungus that causes deadly white

The project comes at a time when a fungus that has led to some Canadian bat populations becoming endangered was found last month in the



**14 Media Stories**  
Quoting Matthew Mitchell and Aaron Aguirre (MSc student)

**22 Subsequent Stories**  
Impact of Wildfires on Wildlife quoting Matthew Mitchell

**NATIONAL POST** [Subscribe](#)

PMN News / PMN Canada

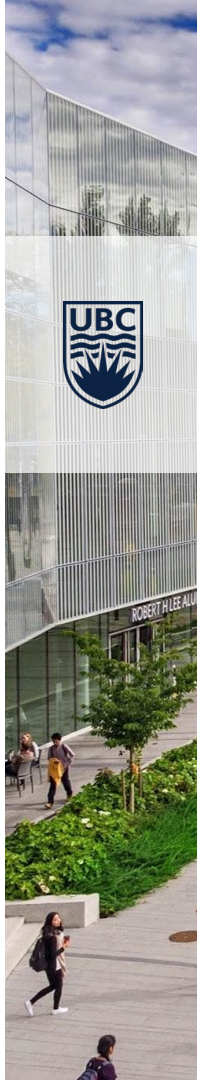
**Wildlife unseen casualty as forests burn in worst wildfire season of the century**

The Canadian Press  
Hina Alam

Published Jun 14, 2023 • 4 minute read

[Join the conversation](#)

As wildfires from coast to coast scorch large swaths of forest, sometimes changing it irreversibly, experts have zeroed in on an often overlooked casualty of the blazes: wildlife.



# HOW TO GET YOUR STORY IN THE NEWS

Alert UBC Media Relations and your faculty communicator about upcoming papers or story ideas. Ideally, please let us know at least two weeks in advance of publication so we have time to prepare media materials.

Please send us an email answering:

- What did you do? What have you found?
- Why will this matter to the general public now?
- What are the next steps in this research? What impact will your findings have?


Alert UBC Media Relations about breaking or upcoming news in your area that you could like to comment on.





# HOW TO GET YOUR STORY IN THE NEWS (continued)

## Sign up for the UBC Experts Guide



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E.g. sustainability Vancouver

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If you have any changes to be made to your *existing* profile, please request [Information update](#).



## Siyun Wang, PhD

Assistant Professor, Food Safety Engineering

Faculty of Land and Food Systems

Vancouver Campus

### Fields

[Food Science](#), [Technology](#)

### Contact Information

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phone: 604-827-1734

[www.landfood.ubc.ca/directory/faculty/professors-and-instructors/siyun-wang](http://www.landfood.ubc.ca/directory/faculty/professors-and-instructors/siyun-wang)

<http://foodsafety.landfood.ubc.ca/>

### Alternate Contact

### Expertise

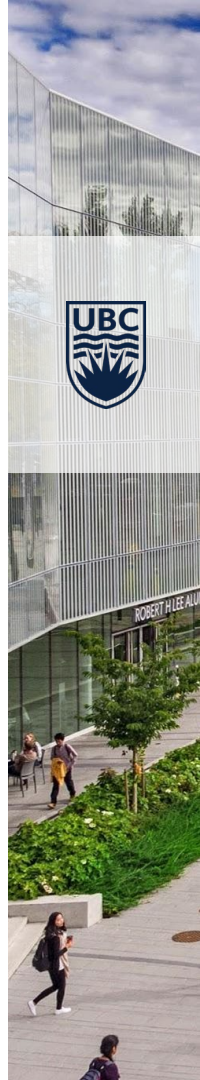
Food safety, food microbiology, foodborne disease

### Languages

Mandarin

### In the Media

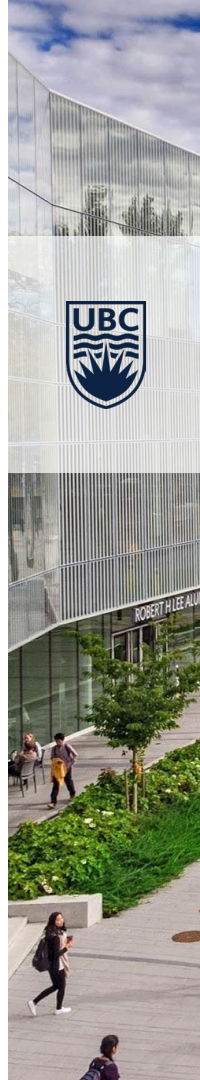
- [Testing shrimp for antibiotic-resistant bacteria](#)
- [Culture club: Not all probiotics created equal](#)



# MEDIA TRAINING

We offer online and in-person media training sessions that cover:

- How to identify stories that will be of interest to media
- How the news media tell stories
- How to craft key messages for interviews
- Interview tips and techniques
- Tips for radio, television and print and what to expect on publication day
- Option for interview practice and feedback



## RESOURCES FOR FACULTY

UBC News: <https://news.ubc.ca/> | Twitter: <https://twitter.com/ubcnews>

UBC Experts Guide: <https://experts.news.ubc.ca/>

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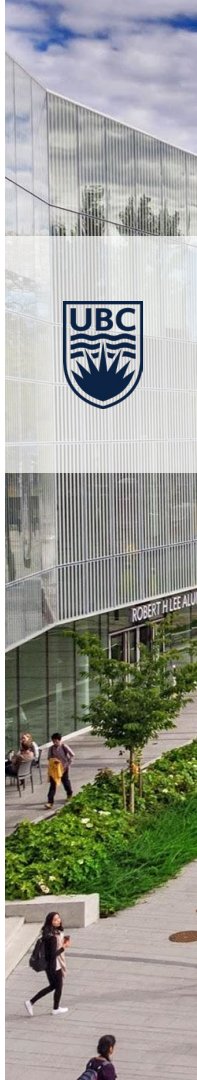
How to write an op-ed: <https://news.ubc.ca/services-for-ubc/writing-an-effective-opinion-editorial-piece-or-letter-to-the-editor/>

Writing for The Conversation Canada: [http://news.ubc.ca/wp-content/uploads/2021/02/Writing-for-Conversation-Canada\\_How-To\\_FINAL.pdf](http://news.ubc.ca/wp-content/uploads/2021/02/Writing-for-Conversation-Canada_How-To_FINAL.pdf)





# SUSTAINABLE BITES: FOOD AND OUR FUTURE

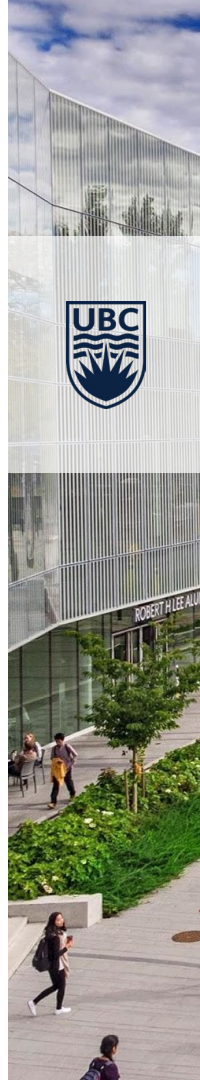


# MEDIA RELATIONS CONTACTS

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Questions?



Thank You