



**CHILD Cohort Study**  
**Media Protocol for CHILD Publications**

**MEDIA PROTOCOL for CHILD Cohort Study Publications**

**Purpose**

This document outlines a protocol for CHILD Cohort Study researchers to follow when dealing with the media to promote CHILD findings arising from a published research paper.

Guidelines for media interactions are essential to ensure that the CHILD Cohort Study, its research results, and its brand are professionally and consistently represented.

Close collaboration between the paper’s senior (corresponding) author, his or her institution and the AllerGen/CHILD Communications team is essential when planning and implementing public announcements of CHILD research findings.

**Media Protocol for CHILD Cohort Study Press Releases**

	<b>Action</b>	<b>Individual/team responsible</b>	<b>Rationale</b>
1.	<b>Issue press release, media advisory, backgrounders and materials to the media.</b>	CHILD Cohort Study communications team AND Institutional PR officers.	Materials intended to share CHILD Cohort Study research with the media will be written by the CHILD Communications team, in collaboration with relevant institutions, and will be reviewed and approved by the CHILD PI before public release.  Press releases issued by the publishing journal should be forwarded to the CHILD Communications team to ensure consistent representation of CHILD before public release.
2.	<b>Act as Primary Media Contact for local, regional, national and international media inquiries.</b>  <b>Accept or decline media requests.</b>  <b>Facilitate researcher interviews and campus access for reporters and film crews.</b>	Public Relations Officer / Communications Officer of the PI’s university or institution.	Institutional PR Officers and Communications Professionals should be the named Media Contact on press releases featuring CHILD research.  PR Officers are experienced in managing and assessing media opportunities; prioritizing requests based on the reach and reputation of the outlet; identifying the most relevant spokesperson; and ensuring that all necessary approvals and consent requirements are fulfilled.

3.	<b>Act as primary spokesperson in all media interviews to disseminate research results arising from the CHILD Cohort Study.</b>	Senior (corresponding) author of the CHILD Cohort Study published research.	<p>The senior author of the CHILD Cohort Study published research is the most appropriate individual to discuss the specific paper's research findings with the media.</p> <p>Trainees or students who are co-authors may <i>participate in</i> media interviews with the senior author but <b>should not</b> act as the primary spokesperson to represent the research in media interviews.</p> <p>The CHILD Cohort Study Director, Co-Director, or Site Leaders are the most appropriate individuals to represent the CHILD Cohort Study overall to the media.</p>
4.	<b>Ensure CHILD Cohort Study attribution and visibility in media interviews.</b>	CHILD Cohort Study researchers and trainee/students.	<p>The CHILD Cohort Study should be properly and consistently acknowledged in all media interviews and interactions with journalists/reporters.</p> <p>Branding Guidelines and Attribution statements are available on the CHILD website:  <a href="https://childstudy.ca/logos-branding/">https://childstudy.ca/logos-branding/</a></p>
5.	<b>Liase with CHILD Cohort Study clinical sites for media requests to interview CHILD families.</b>	CHILD Cohort Study communications team.	The CHILD communications team will liase with CHILD recruitment sites and institutional PR Officers to facilitate requests to interview CHILD participant families.
6.	<b>Respond to general media questions about the CHILD Cohort Study.</b>	CHILD Cohort Study communications team.	The CHILD communications team will respond to media questions for background information about the Study, and will liase with the Study Director, Co-Director and Site Leaders for specific information, as needed.

*Prepared by:*

Kim Wright  
 Director, Communications & Knowledge Mobilization  
 February 20, 2020  
 Revised April 2, 2020  
 Approved April 22, 2020