

# 9.C Communications and Media Relations

## 9.C.1 Michigan News

Michigan News is an Ann Arbor campus news bureau and a source of information and advice about working effectively with the media. Information officers work with campus units to identify key stories and the most effective, creative ways to disseminate those stories to target audiences. Information officers also write press releases, respond to media requests, and provide media training to faculty and staff. Michigan News publishes *The University Record*, a faculty and staff newspaper published Mondays during the academic year (biweekly during the summer), and [Michigan Today](#), a tabloid for Michigan alumni and friends. Michigan News also publishes the online *Record Update*, a companion publication to [The University Record](#). Both feature news about and for faculty and staff. Combining original content and material posted to other campus and external Web sites, the *Record Update* is delivered daily via e-mail to all U-M current, permanent faculty and staff, as well as to others who subscribe.

Online editions of those publications and other resources, including links to faculty experts, U-M facts, background information about current events in higher education, and press releases can be found at the [Michigan News](#) website. See also section [21.S "Printing, Graphic Design, and Photography."](#)

Ann Arbor faculty are encouraged to contact the Michigan News with questions or for information about press releases, media calls, and broadcasting. On the UM-Dearborn campus, contact the [U-M Dearborn Office of University Relations](#). UM-Flint faculty should contact [U-M-Flint's Office of University Relations](#). The Health System Public Relations Office handles similar responsibilities for the Medical Center. For more information, see section [9.C.2 "Health System Public Relations."](#)

## 9.C.2 Health System Public Relations

The Department of Public Relations and Marketing Communications at the University of Michigan Health System provides internal and external communications services for the Medical School faculty and staff, as well as the U-M Hospitals and Health Centers. Its staff includes media relations professionals, marketing, and marketing communications professionals.

Faculty with information they would like communicated, including articles to be published in peer-reviewed journals, research updates or breakthroughs, academic news and feature stories, can contact [Health System Public Relations](#).