



Lifespan

Delivering health with care.™

Research Media Guidelines

The Lifespan media relations team wants to work with you to promote published research, clinical trials and grants. Below are the parameters for promoting research, as well as a list of the Lifespan media relations contacts.

Research public relations

- **Published Research**

Please notify media relations as soon as you have learned that your paper is accepted for publication. Upon acceptance, please provide the appropriate media relations officer with a final PDF (as soon as you have it), a Word version of your paper, and appropriate info regarding funding – we need to be sure that funding came to Lifespan, the source of funding and the grant number(s). **Please also let us know if the study will be published online ahead of print, so that we can time proactive media relations efforts to the online publication date.**

- **Clinical trials**

The IRB has strict rules about the promotion of clinical trials. While there are always exceptions, typically we can only promote clinical trials for which you are currently recruiting from the general public. If you have a trial you'd like to promote, then we can draft a release and social media posts for IRB review, share it with you, and then you or a member of your team must submit it to the IRB for approval.

- **Grants**

To be eligible for promotion, a grant must be a minimum of \$500,000. Multi-year grants of \$1 million or more may receive additional exposure via press conferences etc. This is determined on a case-by-case basis.

Lifespan media relations team

Please feel free to reach out to the appropriate media relations team member with questions, and to share any information you have about upcoming clinical trials, grants and published research.

Rhode Island Hospital

Beth Bailey, Senior Media Relations Officer
444-6421 / bbailey@lifespan.org

The Miriam Hospital, Women's Medicine Collaborative, Newport Hospital

Elena Falcone-Relvas, Senior Media Relations Officer
793-7484 / efalconerelvas@lifespan.org

Hasbro Children's Hospital & Bradley Hospital

Jill Reuter, Senior Media Relations Officer

444-6863 / jreuter@lifespan.org

Lifespan

Gail Carvelli, Director of Media Relations

444-7299 / gcarvelli@lifespan.org

For programs such as the Cardiovascular Institute or Comprehensive Cancer Center, which span across two or more campuses, please note which institution received funding, and direct to the appropriate media relations contact.