



Media Kit

About:

The Centre for Media and Celebrity Studies (CMCS) is an international organization and research network that helps coordinating academic research and media commentaries on celebrity culture. CMCS carries a pedagogical philosophy that inspires integration of high quality research and media skills training in academic and public discourses of fame. The centre believes in intellectual, aesthetic, and ethical values of bridging gaps in higher education and media industry. Using the critical lens of celebrity studies, CMCS helps coordinating research, publications, productions, and commentaries to mobilize informed opinions in media.

CMCS is officially registered with Service Ontario under Government of Ontario, Canada. Until changed in accordance with the Act, the Head Office of the organization shall be in the City of Mississauga in the Greater Toronto Area of Canada. There will be branch offices in international cities as per requirement.

History:

CMCS developed in response to needs that faculty, students and media professionals have expressed over the years: to bridge gaps between higher education and media and give a voice to academics in media. Since its launch in 2013, CMCS has developed as the only international network examining celebrity culture through high quality research and media. In a period of 4 years, CMCS has grown with close to 2,000 members that seek and demand the same needs through conferences, publications, and media commentaries.

During her Doctoral research in Australia, CMCS founder and director Dr Samita Nandy saw both the academic and public demand for critical knowledge of celebrities. Soon after her Doctorate, the Routledge journal *Celebrity Studies* hosted its inaugural conference at Deakin University in Australia, where Nandy chaired a panel and discussed the launch of CMCS with celebrity studies scholar & founder of the research group Persona Celebrity Publics (PCP), Professor P. David Marshall. A number of celebrity studies scholars were inspired to make a significant difference in media and celebrity culture. CMCS took up the inspiration to apply theoretical perspectives and methodological concerns, and enable social change that academic teaching and research seek. Today, CMCS has grown into one of most trusted and valuable organizations that give a much needed voice to both academic and media institutions.

Press Inquiries:

Please send requests for interviews and high resolution photographs to CMCS founder & director Dr Samita Nandy at info@cmc-centre.com. Visit www.cmc-centre.com for specific media experts, key interests, and e-mail contacts.

Since our board members and media experts are located in different time zones, we strictly advise e-mail communication for scheduling interviews. Print and broadcast media Interview questions must be emailed in advance. Meetings for other media discussions must be held at the CMCS board room. For urgent news deadlines, call +1 905.896.7834. Please leave message outlining the nature of the call.

Print Media: Clarification of interview answers needs to be conducted over e-mail. Should clarifications be required over phone, the nature of clarification should be specified over e-mail in advance.

Broadcast Media: Kindly allow at least 5 hours of time for radio or television appearances. Questions and clarifications must be e-mailed in advance. Recordings can be made at CMCS board room, radio or television studios, or a location that is agreed upon.

Press Releases: Please review all current and past press releases in the media section: <http://cmc-centre.com/media/>

Keynote, Panel and Editorial Bookings:

Rates for keynotes, panels, and editorial bookings are given here: <http://cmc-centre.com/rates/>. For bookings, proceed to <http://cmc-centre.com/booking/> or send PayPal payments to celeb.studies@gmail.com

In-Person communication:

Matters that require in-person communication must be conducted at the CMCS board room. Please do not call unless it is a long distance communication. Specify requests and appointments must be made over e-mail.

Membership, code of conducts, and organizational matters:

Download and review CMCS bylaws for further information on the organization here: <http://cmc-centre.com/about/bylaws/>