
WEST VIRGINIA CLINICAL & TRANSLATIONAL SCIENCE INSTITUTE

Publicity

Overview

The West Virginia Clinical and Translational Science Institute (WVCTSI) believes that information about the work of the organization should be shared and available to its members, the research community and the public at large. The WVCTSI communications staff leads these efforts to ensure information and announcements are shared in a strategic way, and in accordance with communications standards.

Purpose

This document outlines the procedure for release of announcements and publicity for the WVCTSI.

Definitions

Major Announcement – An announcement that has significant impact internally and externally, and often shares a final conclusion of broad interest.

Routine Announcement – An announcement of internal or external interest that acknowledges a milestone as part of a larger process or program.

Awareness Announcement – An announcement, usually of internal interest, that assists in planning of activities or supports the actions of intended recipients.

Policy

Procedures

Major announcements and routine announcements will be drafted by the communications coordinator with input from program representatives as needed. The draft will be reviewed by the strategic operations director, director and the appropriate school/college/institution. Major announcements should be then routed to the National Institutes of Health (NIH) communications team for input. The communications coordinator will make any necessary edits, seek final approval from the director, and

then share with the appropriate entities for distribution (including institutional partners, WVCTSI media channels, and the NIH).

For awareness announcements, the communications coordinator shall draft the announcement and alert the strategic operations director, in consultation with the director, regarding any potentially controversial content. Awareness announcements shall be posted in WVCTSI ENews, social media and on the website as needed.

The attached flow chart should be referenced for the proper flow to disseminate information, internally and/or externally.

Roles and Responsibilities

The communications coordinator is responsible for the following:

- Actively seeking subjects of interest and collect appropriate, accurate information on the topic.
- Developing strategy for timing and prioritizing messages, in consultation with strategic operations director.
- Ensuring that all proper parties are appropriately acknowledged or cited in the announcement. For Routine and Major Announcements, the NIGMS CTR IDeA award number should be cited.
- Ensuring that AP Style is used in official releases and announcements.
- Ensuring that patients' or human subjects' rights are protected and that all HIPAA regulations are followed.

Staff members designated as communications contacts for each core should update the communications coordinator upon learning of a topic or issue that may need to be addressed through internal or external communications efforts.

To facilitate the effective and efficient communication efforts of WVCTSI, a Marketing and Communications Support Request Form (<https://redcap.wvctsi.org/redcap/surveys/?s=MKDWFNNA4K>) should be completed when requesting services. Upon receiving this form the communications coordinator will work with the service requestor to incorporate projects into the strategic communications plan. The communications coordinator will confirm dissemination date and ensure that the communication tasks stay on track with outlined plan.

The strategic operations director and director will provide guidance and approval for external or controversial content.

References and Authority

National Institute Of General Medical Sciences of the National Institutes of Health - Award Number U54GM104942. (grant citation)

Health Insurance Portability and Accountability Act (HIPAA) <http://www.wvdhhr.org/hipaa/default.asp>

Approval and Authority to Proceed

I approve the project as described above, and authorize to proceed.

Name	Title	Date
Sally Hodder, MD	Director, West Virginia Clinical and Translational Science Institute	4/18/2016 3/2017 Revised



Approved By _____ Date 3/07/17

WVCTSI Communications & Marketing Support Request Form

Please complete the form below to request WVCTSI communications and marketing support.

A confirmation email will be emailed to you upon completion.

Thank you!

1) **Name of Requester**
* must provide value
First and Last Name

2) **Requester Phone Number**
* must provide value

3) **Requester E-mail**

4) **Requesting WVCTSI Core or Partner Site**
* must provide value ▼

Is there a secondary contact relevant to this request?

5) **Name of Additional Contact**

First and Last Name

6) **Additional Contact Phone Number**

7) **Additional Contact E-mail**

Please tell us about the project and how you would like to share it with others.

8) **Project Title**
* must provide value

9) **Project Description**
* must provide value
Expand

10) **Primary Audience**
* must provide value

11) **Secondary Audience**

12) **As the requester, what is your desired priority level for this need?**

* must provide value

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[reset](#)

Priority designation will be reviewed upon request receipt and will be taken into consideration when assigning a dissemination date.

13) **Desired Publication/Dissemination Date**

* must provide value


 M-D-Y

Scheduled publication/dissemination date will be confirmed upon review of request

14) **Requested Dissemination Channels**

* must provide value

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If this request is tied to an event, please identify the following:



15) **Event Name**

16) **Event Date**


 D-M-Y

17) **Event Start Time**


 H:M

18)	Event End Time	<input type="text"/>  <input type="button" value="Now"/> H:M
19)	Event Location	<input type="text"/>
20)	Number of Expected Guests/Participants	<input type="text"/> ex: 12; 75-100
Marketing and Promotion Specifics		
21)	Is there any existing material/content that can be used with this project? If so, please describe and/or upload below.	<input type="text"/>
22)	Please upload any relevant existing content here.	 Upload document
23)	Is photography requested? <small>* must provide value</small>	<input type="button" value="Yes"/> <input type="button" value="No"/> reset
24)	For print materials, please indicate desired format	<input type="button" value="Flyers (8.5x11)"/> <input type="button" value="Posters (paper)"/> <input type="button" value="Mounted foam core posters"/> <input type="button" value="Postcards"/> <input type="button" value="Other (please describe in Notes section below)"/>
25)	For print materials, please indicate desired quantity	<input type="text"/>
26)	Do you expect subsequent promotion to follow? If so, please provide expected date(s)/timeline.	<input type="text"/> Expand Ex: December 2017; one month after study conclusion

27) Please list the individuals who will need to review/approve this material before dissemination.

Additional approvals may be required according to the WVCTSI Publicity Standard Operating Procedure. WVCTSI Communications staff will inform requester of additional approvals needed.

Notes/Additional Comments

28) Notes/Additional Comments

Expand