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# WEST VIRGINIA CLINICAL & TRANSLATIONAL SCIENCE INSTITUTE

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## (2.1) 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