
**DEPARTMENT OF COMMUNICATIONS AND PUBLIC AFFAIRS
PUBLICITY GUIDELINES FOR FACULTY**

These guidelines are designed to highlight the innovative and valuable contributions of the Einstein research, education and clinical communities. They are intended to streamline communications between academic departments and the Philip and Rita Rosen Department of Communications and Public Affairs (DCPA) so we can disseminate information about Einstein more quickly and effectively.

The guidelines are divided into eight categories: summary and important tips; peer-reviewed research; grants; announcements; op-eds/letters to the editor; events; trends or story ideas; and publicity evaluation and options.

Please review these guidelines carefully. They have been updated as of July 22, 2011.

GUIDELINES SUMMARY AND IMPORTANT TIPS

- To ensure complete consideration, **alert DCPA within 48 hours of learning that a paper has been accepted or a grant or honor will be bestowed.**
 - **DCPA does NOT receive notification from journals that a paper has been accepted, and some journals publish online within days of acceptance.** This growing trend toward quicker publication means that without immediate notification, we are unlikely to consider your study for a press release.
 - **Please note that the news media and DCPA consider the first date of issue – even uncorrected proofs posted online – the publication date.** This may precede print publication by several weeks or even months. As a rule, members of top-tier media do not cover research after its publication date.
- **E-mail notification should be sent to notification@einstein.yu.edu**, indicating the type of news in the subject line, e.g., Accepted Paper; Grant Notification; Announcement; Event; or Story Idea or Trend.
- Provide a one-paragraph, nontechnical summary of the research or a one-paragraph synopsis of the grant. **DCPA will not review papers that lack a nontechnical summary.**
- If there is more than one Einstein author, **appoint ONE contact person** for communication with DCPA. In all cases, department chairs (and center directors) will be copied on e-mail correspondence. For research involving scientists outside Einstein, DCPA will coordinate our release with the public affairs departments of the collaborators.
- DCPA looks to the appointed Einstein contact person to indicate **in what manner other researchers – at Einstein and/or at external institutions – should be included** in the written materials. Please be sure to communicate this to the writer or other DCPA staff members.
- **DCPA honors all embargoes.** DCPA regularly works with journals, funding organizations and partner institutions on embargoed news and studies. While you may be directed not to make the information public until a certain date, this applies to notifying the general public, not the communications professionals at Einstein. We honor all embargoes.

- If the subject matter may have commercial applications, **please e-mail the [offices of biotechnology and business development](#)** at biotech@einstein.yu.edu as soon as possible to discuss whether patent protection should be pursued.

PEER-REVIEWED RESEARCH

- **Please notify DCPA within 48 hours of learning that your paper has been accepted by a peer-reviewed journal.** We are most interested in knowing about research in which you are the corresponding or senior author. However, ALL studies in which you play a role will be considered for publicity.

- To ensure accuracy, DCPA needs ample time to review all materials under consideration; conduct interviews if applicable; and draft, edit and release publicity material.

Since our department does NOT receive notification from journals that a paper has been accepted, **it is imperative that faculty members notify us immediately after a paper has been accepted if they want their research considered for publicity.**

- **As a rule, DCPA does not publicize review papers.** However, as rare exceptions have been made in the past, you may alert DCPA if you feel your review is particularly newsworthy.
- When notifying DCPA, send information by e-mail to notification@einstein.yu.edu, **subject line: Accepted Paper.** As part of this notification e-mail, please include the following:
 - A manuscript of the accepted paper;
 - A one-paragraph, nontechnical summary of the research. **DCPA will not review papers that lack a nontechnical summary;**
 - Identification of the corresponding author.

The nontechnical summary should clearly explain how the research adds to the existing body of scientific knowledge. The summary should also explain the potential clinical or translational application of the research. Such a description should be understandable by an informed lay audience of nonscientists. Our audience for publicity includes scientists and nonscientists. We must ensure that we communicate clearly to engage nonscientists while preserving context and scientific accuracy.

- After you notify us, you will receive an automated acknowledgment. We will evaluate the information you sent and respond to your request in a timely manner. Members of DCPA may be in touch to request or arrange for some of the following:
 - A phone interview to aid in the writing of the release;
 - A scientific image for which you own the copyright and accompanying caption (similar to, but not the same as, the one provided to the journal);
 - A color headshot (if you don't have one, we can arrange for one to be taken);
 - A video interview about your study for posting online;

- Updates to your faculty profile page.
- If your study involves more than one Einstein author, please appoint ONE author as the point of contact with DCPA and include the department chair and center director (if applicable) as part of the e-mail correspondence. If your study involves collaboration with researchers outside Einstein, please let us know and we will coordinate publicity with those institutions. However, all edits from your department should be coordinated through ONE Einstein contact person so DCPA can maintain accuracy and promote efficient workflow.

If your research involves scientists outside Einstein, please highlight the work of these collaborators so all contributions are properly credited. If the corresponding author is at an outside institution, please indicate your contributions so that when we coordinate with the collaborator's institution, we can ensure that you receive appropriate attribution for your contributions in press materials from that institution.

Please note that DCPA will look to the appointed contact person to indicate in what manner other researchers should be included. We can include a list of all researchers at the end of a news capsule or press release or include more-substantial mention of co-authors and their contributions, depending on the circumstances. It is important to communicate this directly to the writer or other DCPA staff members to ensure that your collaborators are properly represented.

- Once an online or print publication date has been set, the journal generally notifies the authors. DCPA is notified by the journal **only** in instances when communication regarding a specific paper has already been established. Therefore, we ask that you immediately forward any notifications you receive from journals about publication dates to our attention at notification@einstein.yu.edu, **subject line: Publication Date**, so we can make final adjustments to our publicity materials. These include making any changes to the press release or other materials consistent with final changes the journal may have made to the original or revised manuscript. **At this time, also send us the final proofs.** These proofs are very important for us to have on file. Reporters often ask to review the proofs while working on their stories. We want to make sure the reporters are working from final proofs, not manuscripts.

By this point in the process, DCPA should already be aware of the research. If this notification from the journal is the first time we hear about a paper, we are unlikely to consider a press release.

- Consideration for publicizing peer-reviewed research will be prioritized based on whether an Einstein faculty member, postdoc or student is the lead, senior or corresponding author and whether the research being published adds in a significant way to the existing body of knowledge or is likely to be newsworthy. Other research outside these parameters will be considered, but DCPA must prioritize due to the high volume of publicity requests.
- If a paper involves a medical student, graduate student or postdoc, we request that outreach to DCPA be handled through the paper's senior or corresponding author or the department chair or center director, and not directly by the student or postdoc. This will help DCPA streamline the communication process.

GRANTS

Our department receives internal notification of grant awards on a regular basis. However, if you have been awarded a grant and would like to bring it to our attention directly, please notify us at notification@einstein.yu.edu, **subject line: Grant Notification.**

Consideration for publicizing grants will be prioritized based on these criteria:

- Newsworthiness –
 - The study, center or initiative being funded would be of broad interest, or of interest to important audiences, including prospective students and faculty, potential funders and stakeholders in the medical or medical education fields.
 - The focus of the work addresses an unmet medical need or fills a compelling societal or social need.
- Novel Approach – The proposed initiative or research is unique in a particular specialty or in the medical field over all.
- Strategic Interest – The area of funding falls within one of Einstein's institutional priorities as established by the Strategic Research Plan.

If you feel your grant meets these criteria, notify us at notification@einstein.yu.edu, **subject line: Grant.** Please attach the grant abstract, and provide a one-paragraph synopsis explaining how the grant will advance research. Also include how the focus of the grant reflects Einstein's overall research strength in a given area.

ANNOUNCEMENTS

DCPA is interested in important announcements concerning your department. Here is a partial list of areas of interest:

- National or international awards;
- Major gifts to Einstein;
- Interesting initiatives that have local, national or international importance;
- Senior-level staff appointments that have significance outside Einstein;
- Significant speaking engagements (keynote-level) at lectures, symposia and conferences.

Forward announcements to our attention at notification@einstein.yu.edu, **subject line: Announcement.**

Recruitment for Studies

Please note that the DCPA does **not** publicize efforts to recruit participants for clinical studies. The Einstein-Montefiore Institute for Clinical & Translational Research (ICTR) maintains a Web page that lists [recruitment resources](#), as well as a list of [local news outlets](#) that may be interested in receiving

announcements. To have your recruitment flyer posted in elevators around campus, please see auxiliary services, located in Belfer 110.

OP-EDS/LETTERS TO THE EDITOR

DCPA encourages faculty members to engage with the public at large on topics related to medical education, biomedical research and health through published outlets outside the peer-review process, including op-eds and letters to the editor.

Op-Eds

If you mention your affiliation with Einstein in either the body or signature of your op-ed, you must share it with DCPA prior to submitting it to an outlet for consideration. As you are representing the institution publicly, this type of long-form submission requires prior approval.

Letters to the Editor

For letters to the editor in which you mention your Einstein affiliation, we request that you share your submissions with us prior to publication. We would like to be alerted so that we can fully monitor Einstein's media presence.

We appreciate that timeliness is a factor in these types of submissions and will make the effort to respond as quickly as possible to your e-mail.

Please send all op-eds and letters to the editor to notification@einstein.yu.edu, **subject line: Op-Ed/Letter to the Editor.**

EVENTS

DCPA is also interested in important events concerning faculty, postdocs and students. Here is a sampling of events of interest:

- Major lectures, symposia and conferences, both internal and connected to your involvement with professional organizations in which you play a leadership or integral role;
- Department-wide events whose topics may appeal to the media;
- Einstein-wide events, including new faculty welcome, Match Day and graduation day;
- Community events that highlight Einstein's commitment to the Bronx and community service.

With regard to requests for photography and audio and video recording: DCPA can help schedule such coverage. However, many of these services require a charge back to your department or program from creative services (Peter Dama's group). When making such requests, please provide a funding number.

Send all notices for events to notification@einstein.yu.edu, **subject line: Event.**

TRENDS OR STORY IDEAS

DCPA is interested in hearing about trends in medical education, research and clinical practices. We welcome your input about those areas of Einstein's strengths that need to be more actively highlighted, or trends in which Einstein research plays a part. The media, in general, like to tie research advances to patient stories. When thinking about how to develop a story, we recommend the following:

- Wherever possible, suggest a patient-focused angle.
- Before calling us, get permission from a patient or study participant regarding his or her willingness to be interviewed.
- Understand that some research stories – especially those involving basic research – have no immediate or clear patient connection. If this is the case, please articulate why the research item is valuable. Be prepared to supply us with visuals, including photos, short video clips or slides that would help an audience better understand the story.

Forward story ideas or trends to notification@einstein.yu.edu, **subject line: Story Idea or Trend.**

PUBLICITY EVALUATION AND OPTIONS

A number of publicity options are used by DCPA. These include: press releases with embedded video interviews, news capsules, mentions in the e-newsletter *Einstein Connection*, features in the internal Web publication *Inside Einstein*, a summary in *Einstein* magazine, a Web feature, an interview for the *Einstein On* audio/video Web segment, a reference in the annual report and/or a mention on flat-screen monitors located in Einstein lobbies throughout the campus. Additionally, DCPA routinely notifies members of the media on a targeted basis about Einstein research, education and other news items.

Please recognize that not all studies, grants, announcements, events or story ideas will receive publicity. We will make every attempt to evaluate fairly each notification we receive.

The work of researchers from Einstein itself (not including its affiliated hospitals) is featured in 55 to 100 peer-reviewed journal articles each month. We typically generate press releases or news capsules (brief releases) for six to ten research studies monthly (about 10 percent), based on newsworthiness of content, known media interest, trends and timing in relation to events. This output is consistent with that of other medical schools.

DCPA looks forward to working with you to publicize Einstein's significant contributions.