

**CTSA Media and Public Relations Group**  
Monthly Teleconference Meeting  
February 2, 2009, 3-4pm EST

**I. Internal Communications Strategy:** Surveying faculty members. Guest: Maninder (Mini) Kahlon, PhD, director, Virtual Home, Clinical & Translational Science Institute, UCSF. Virtual Home is an ever-growing Web resource to help those involved in clinical and translational research at UCSF find the resources, services and knowledge they need to be efficient, creative and collaborative in their work.

**II. CTSA Annual Report:** NCRR is preparing its first CTSA Annual Report to Congress; the publication will be used to reach other audiences as well. Vignettes submitted via the wiki on [cstaweb.org](http://cstaweb.org) have been helpful in developing the content for the publication.

**III. Vignettes:** The NCRR has established a voluntary schedule (every two months) and check list for institutions to submit vignettes in the Wiki at [www.ctsawiki.org/wiki/x/HADB](http://www.ctsawiki.org/wiki/x/HADB). We've been averaging about five submissions each cycle. The vignettes are used to prepare media and congressional outreach materials, slide presentations for various audiences, and fact sheets and articles for internal and external publications and Web sites. Vignettes should be approximately 250 words or fewer in length, and may link to additional information on your Web site or the CTSA Web site. NCRR is also working on a Web portal for submission of vignettes, however, the portal will not be available for several months.

**IV. Updates from CTSAweb.org:** We would very much like to post open events that your CTSA is sponsoring or co-sponsoring on the events page on [CTSAweb.org](http://CTSAweb.org). Please submit requests to Kameha. We also will announce these in the CTSA e-newsletter. Also, as a reminder, you can find several resources on the Communications Toolkit page at [CTSAweb.org](http://CTSAweb.org). The Toolkit is accessible from the quick links box and includes extensive background material, *NCRR Reporter* articles focusing on the CTSA program, Media contacts, CTSA communications tools such as a generic slide set, CTSA logo and common CTSA descriptive language. We welcome your feedback and ideas for the Toolkit (organizational as well as content).

**V. Exhibiting:** NCRR will be exhibiting at the BIO conference in May and plans on highlighting the CTSA consortium as part of this effort. We'll look to the group for input on messaging and images on posters and handouts.

**VI. CTSA Photo Library/Wiki:** We sent out a request earlier asking for assistance with building a CTSA photo library. The photographs may be showcased in various communications projects that support consortium-wide activities, including the CTSA Web site ([www.ctsaweb.org](http://www.ctsaweb.org)), NCRR's Web site ([www.ncrr.nih.gov](http://www.ncrr.nih.gov)), a consortium exhibit and articles in the *NCRR Reporter* magazine. The Media/Public Relations Group has agreed to serve as an editorial board and will consider each photo before adding it to the photo library. Photos provided by Mayo Clinic and Rochester, NY, have been added to the CTSA Wiki for the first round of review and to encourage additional participation. If the group concurs, various photos currently posted will be used for the upcoming CTSA Annual Report. We'll keep everyone informed as we proceed. Please note that you must have a Wiki login to access the site at [www.ctsawiki.org/wiki/display/CTSACom/CTSA+Photo+Library](http://www.ctsawiki.org/wiki/display/CTSACom/CTSA+Photo+Library). If you are unsure of your login, contact the CTSA Help Desk at [help@ctsaweb.org](mailto:help@ctsaweb.org).

**VII. CTSA Contacts for Media Inquiries:** We've asked all the CTSA consortium members who haven't yet done so to provide us with a contact for media inquiries in order to provide a

comprehensive list on [CTSAweb.org](http://CTSAweb.org).  
[www.ctsaweb.org/index.cfm?fuseaction=quicklink.showToolkits](http://www.ctsaweb.org/index.cfm?fuseaction=quicklink.showToolkits)

**VIII. Media Roundtable:** Opportunity to discuss latest media inquiries related to the CTSA consortium/sites.

**IX. Update from the January 26-27 Strategic Goals Committee (SGCs)meeting:** The leads of the four SGCs met recently in Bethesda to discuss their priorities and future directions. Each committee identified one key priority action area and related tangible products or outcomes that would be achievable within one year's time. An article covering this discussion will be provided in the Feb. 2 issue of the CTSA e-Newsletter. The SGCs also discussed ideas for operating with and utilizing the Key Function Committees. The ideas generated during this discussion will be taken to the Executive Committee for review.