

CTSA Media and Public Relations Group
Monthly Teleconference Call Agenda
January 25 3:00 – 4:00 p.m. ET

Agenda

- I. **Welcome** (Maggie McDonald)
- II. **Updates from the Communications KFC Quarterly Web Meeting** (Kameha Kidd)
- III. **Tiger Teams E-Newsletter Announcement** (Kameha Kidd)
- IV. **Save-the-Date: Communications KFC Annual face-to-face meeting March 4, 2010, Bethesda, Maryland** (Maggie McDonald, Kameha Kidd, Cindy McConnell)
- V. **ARRA-Related Outreach** (Cindy McConnell)
 - How group members can help, particularly with construction grant-related outreach
- VI. **NIH Publications** (Terry LaMotte)
 - NIH OD quarterly science advances submissions; next deadline is January 29th. Requested: research photo, bio on lead PI and summary of the science advance.
 - Spring issue of *NCCR Reporter*.
- VII. **NCCR Web Site Home Page** (Cindy McConnell)
 - Upcoming “How We Make a Difference.” Seeking suggestions for topics to include.
- VIII. **Social Media** (Cindy McConnell)
 - Update on CTSA institutions following NCCR on Twitter (and vice versa.)
- IX. **CTSA Industry Forum** (Terry LaMotte)
 - Group members are asked to distribute the CTSA Industry Forum announcement among their institutional and industry contacts. (Please see meeting reminder attachment.)
- X. **Media/Outreach Roundtable** (Group Discussion): Please share your latest CTSA-sparked advancements and CTSA/Recovery Act **news stories and inquiries** as well as **other outreach initiatives**, such as CTSA Web sites/sections and related newsletters.
- XI. **Reminders:** (Cindy McConnell)
 - Please make sure your institution has a CTSA Media Contact listed at www.ctsaweb.org/index.cfm?fuseaction=quicklink.showToolkits.
 - Please share your institution’s CTSA-related images at www.ctsawiki.org/wiki/display/CTSACom/CTSA+Photo+Library.
 - Please share your institution’s CTSA-related vignettes at www.ctsawiki.org/wiki/display/CTSACom/Institutional++Activities+and+Vignettes
 - Please share your CTSA-related brochures, fliers, etc. at <https://www.ctsawiki.org/wiki/x/zqLjAQ>
- XII. Call for future agenda items and confirm next meeting date.