

Clinical Trials Advertising Toolkit

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Clinical Trials Advertising

Clinical trials advertising helps to support our brand in many media. Although the media will vary, there are standards for use of our logo and graphic elements that require attention.

Please remember that all advertisements created must be forwarded to the Brand Champion in Creative Communications at **brandchampion@wakehealth.edu** for review and approval before the final production is completed. This step assures that brand standards are upheld. Please allow 48 hours for approval.

Creative Communications is your best source for preparing clinical trials advertising. Please visit us at **WakeHealth.edu/Creative** or call **336-716-4298**.

On the next few pages, you will find writing and design tips, advertising insertion information, samples of ads and news media policy information.

For more information, additional examples, pricing information and order forms, please refer to the Brand Center at **WakeHealth.edu/brand-center**.

Branding Guidelines

Specific logo usage and design guidelines can be found on our Brand Center website, WakeHealth.edu/brand-center. Here are a few things to remember when producing promotional material:

- ▶ Use the Wake Forest Baptist Health logo
- ▶ Do not use “Department of” as part of your name.
- ▶ Logo size and clear space guidelines can be found on the Brand Center (**Design Guidelines > Logo**).
- ▶ If you create a lot of promotional material, we recommend you invest in our corporate fonts (Avenir, Minion Pro). They are reasonably priced and are available on the Web (e.g., myfonts.com). See the Brand Center for typeface information (**Design Guidelines > Typeface**). If you produce a just small amount of promotional material, Arial may be used as a substitute for Avenir, and Times New Roman may substitute for Minion Pro.
- ▶ Use our external color palettes or corporate color palette.
- ▶ Use of the fluid energy lines can be complicated if you are not using professional graphic design software. It is acceptable to create materials without using the lines, but if you prefer to use them, contact Creative Communications at brandchampion@wakehealth.edu, and we will customize them for your use.
- ▶ When co-branding, refer to the Brand Center for logo size and position guidance (**Design Guidelines > Logo > Co-branding**).
- ▶ Prior to publication, send your work to the Institutional Review Board (IRB) and to Creative Communications through eIRB for review and approval. See page 3 for process information.

Receiving Approval for Research Recruitment Material

The process for receiving Creative Communications approval for research recruitment material has been made easier with the inclusion of Creative Communications in the eIRB ancillary process. Now study teams need only to decide which of two approaches they wish to adopt.

The first approach is to work with Creative Communications up front to have the advertisement materials developed, or to receive feedback on ads developed by the study team. For brand approval, email material to **brandchampion@wakehealth.edu**. Once Creative Communications has signed off on the materials, upload its approval letter (email) and submit the study for review by the applicable ancillary review groups and the IRB. During the ancillary review, Creative Communications will verify its approval in eIRB, along with any other ancillary groups, which will allow the study to move forward for IRB review. If the IRB requires any changes in the text of recruitment materials, the specifics of the required revisions will be sent along with other IRB concerns. The study team will make all required changes and return its response. The ads will be routed back through Creative Communications from final verifications that the revised ads meet Medical Center branding requirements. Once final approval is granted by Creative Communications, the IRB will perform the final regulatory review and a decision on study approval will be communicated back to the study team.

The second approach is to submit the research recruitment materials without prior approval from Creative Communications. The materials will still be reviewed for compliance with branding requirements during the ancillary process (email material to **brandchampion@wakehealth.edu**), but Creative Communication concerns will be uploaded into eIRB as a public comment and these concerns will be included with stipulations for approval sent to the study team following IRB review. The study team will make all required changes and return its response. The ads will be routed back through Creative Communications for final verification that the revised ads meet Medical Center branding requirements. Once final approval is granted by Creative Communications, the IRB will perform the final regulatory review and a decision on study approval will be communicated back to the study team.

Be certain to budget for the development of research recruitment materials in your grant or clinical trial agreement. Pricing for Creative Communication services can be found on the Brand Center. Follow the guidance on the Brand Center if recruitment materials will be developed from templates available available on the Brand Center.

When creating research advertisements for studies conducted at Wake Forest Baptist Health:

Please **DO** the following:

- ▶ Use the word "research study."
- ▶ List the IRB number.
- ▶ List a contact number for the study team.
- ▶ Provide the name of the Wake Forest Baptist Health Principal Investigator.
- ▶ Use the Wake Forest Baptist Health logo and branding.
- ▶ If a study has a specific logo and it is possible to co-brand your material, then co-branding within Medical Center brand standards should be practiced. This is not required for sponsored studies that provide national or regional materials.

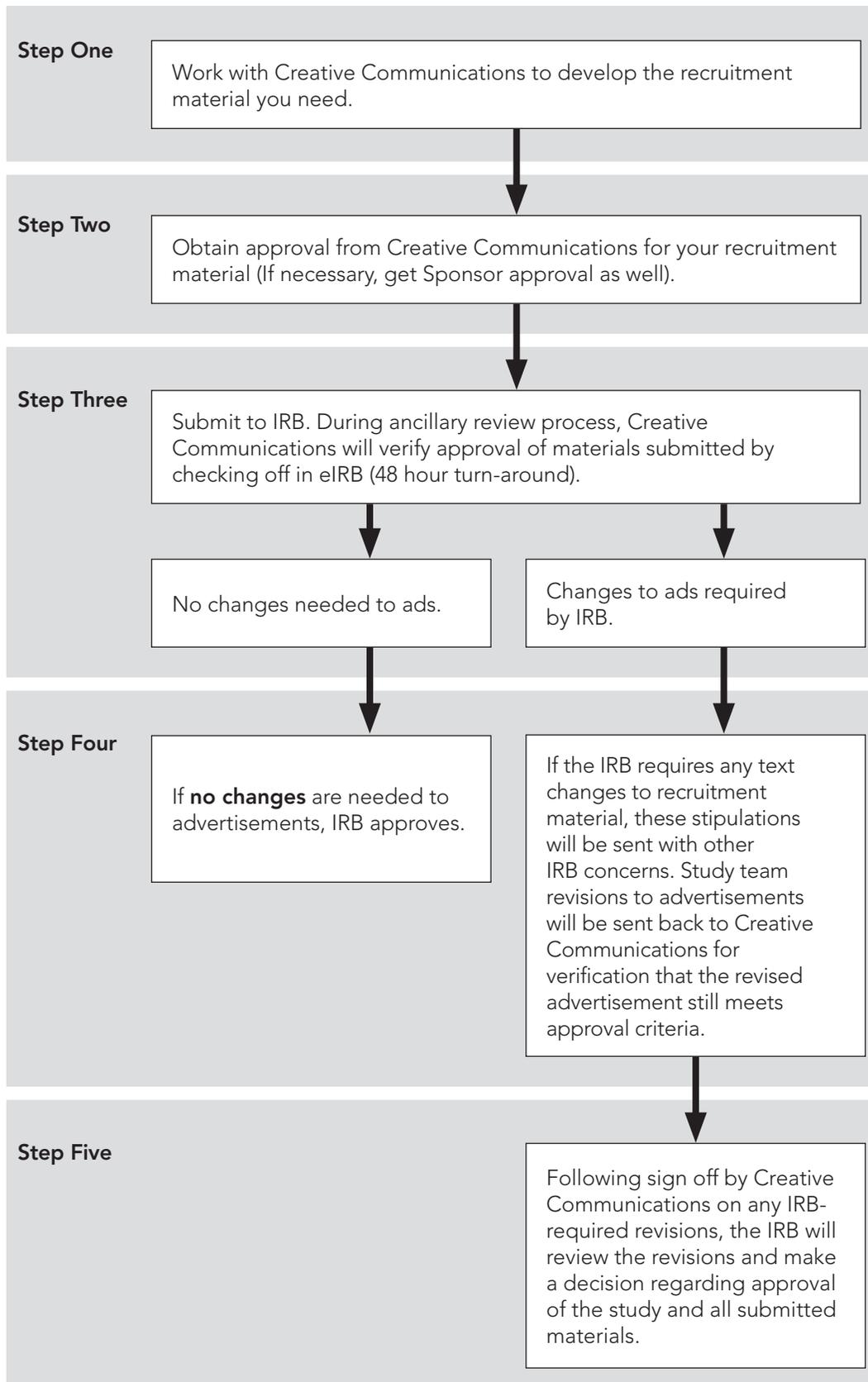
- ▶ Keep your verbiage short and to the point; see the Brand Center for guidance
- ▶ Follow the design intent of our brand look and feel by becoming familiar with the design examples on the Brand Center website
- ▶ Use photographic images that best reflect the integrity of our institution

Please **AVOID** the following:

- ▶ Do not use graphic photos that depict surgical procedures, traumatic injury, cartoon-like images or images that could be considered in poor taste or not befitting the image of our institution.
- ▶ Do not state the **amount** of compensation for subjects. Instead, please state only that **compensation for participation is available.**
- ▶ Do not imply through words or pictures, the endorsement of any illegal activities.
- ▶ Do not imply through words or pictures, the endorsement of any particular political viewpoint.
- ▶ Do not use statements, pictures or other symbols that may imply the improper exclusion of subjects from research (exclusion of subjects from research must be based on a scientific justification approved by the IRB).
- ▶ Do not state or imply a certainty of favorable outcomes as a result of participation.
- ▶ Do not imply that the drug, biological, device, test, procedure or intervention is safe or effective for the purposes under investigation.
- ▶ Do not make any claims, either explicitly or implicitly, that the drug, biological, device, test, procedure or intervention is known to be equivalent or superior to any other drug, biological, device, test, procedure or intervention.
- ▶ Do not use exculpatory language in any advertisements.
- ▶ Advertisements should not promise "free medical treatment" when the intent is only to say research subjects will not be charged for taking part in the investigation.
- ▶ Do not alter the formatting of templates downloaded from the Brand Center.

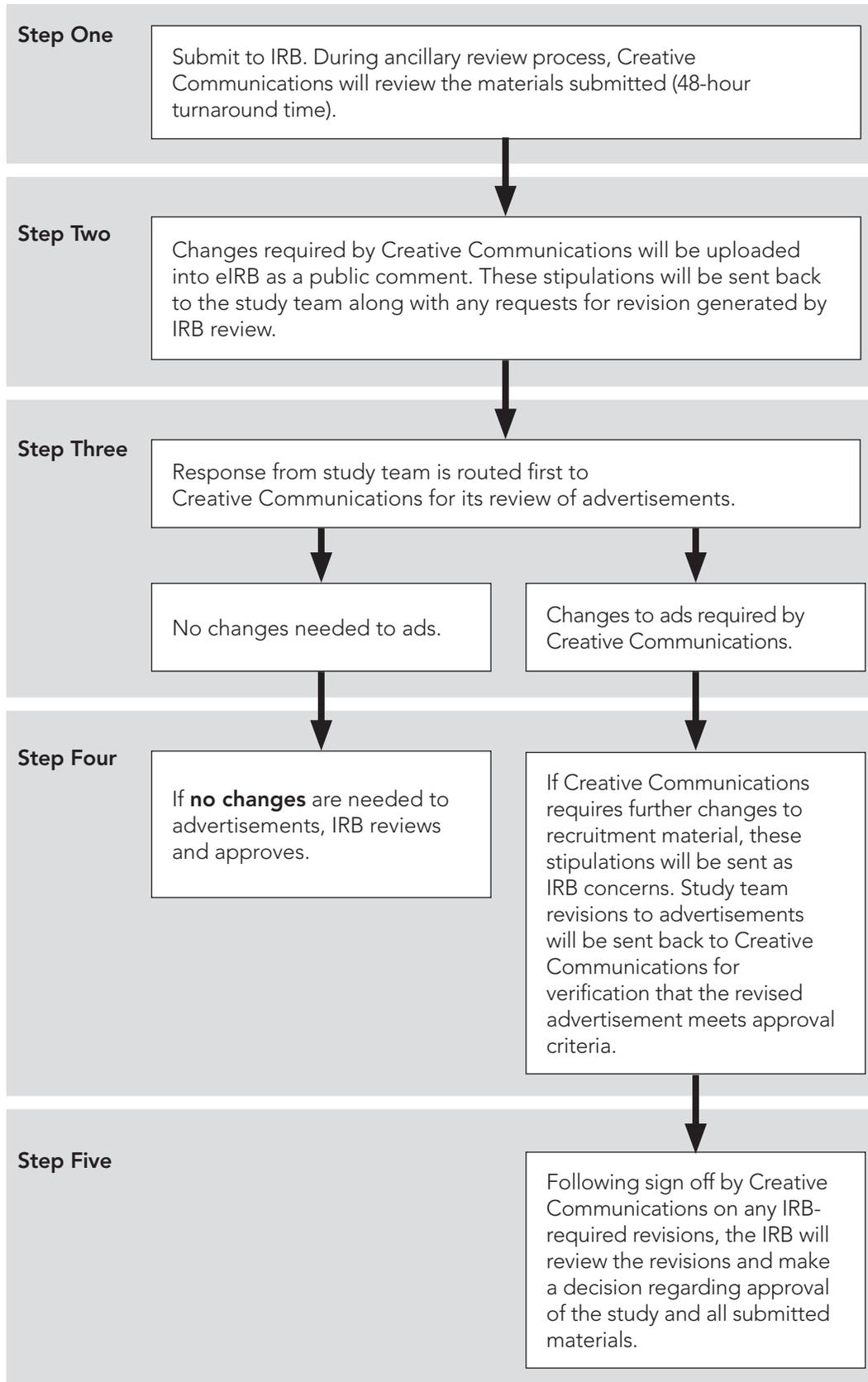
Receiving Approval for Research Recruitment Material

Option One (preferred method)



Receiving Approval for Research Recruitment Material

Option Two



Planning Tips / Media Costs

Planning a large media purchase

Media planners can identify the best opportunities to meet your target goals. They can also negotiate with publications for the best possible rate available. For help in planning and placing a large media buy, including print, radio, cable and network television, call Creative Communications at 716-4298 or email creative@wakehealth.edu.

Newspaper Ads

Sample newspaper insertion costs*

Sizes and rates of ads are calculated based on width (in columns) and height (in inches). The width of a column varies by publication.

Winston-Salem Journal

Approximate cost of a one-time, mid-week insertion:

- 3 columns by 4 inches: \$435
- 2 columns by 7 inches: \$510
- 3 columns by 10 inches: \$995 (Sizzler Rate)

Approximate cost of a one-time Sunday insertion:

- 3 columns by 4 inches: \$ 515
- 2 columns by 7 inches: \$600
- 3 columns by 10 inches: \$995 (Sizzler Rate)

For information on multiple insertion discounts, color charges and deadlines, or to schedule your advertising, contact Creative Communications at 716-4298 or email creative@wakehealth.edu.

Winston-Salem Chronicle (Thursday only)

- 3 columns by 4 inches: \$195.
- 2 columns by 7 inches: \$225
- 3 columns by 10 inches: \$485

For information on color charges and deadlines, or to schedule your advertising, contact Creative Communications at 716-4298 or email creative@wakehealth.edu.

*Rates are as of November 2012 and are subject to change without notice.

continued on next page

Cost of creating standard advertising materials

Several standard designs are available from Creative Communications and can be produced in five working days. See below for pricing. Design options and order forms can be found at Wake Health.edu/brand-center/examples.

Newspaper Ads	With stock image from Brand Center	Custom stock image	No image
3 column (approx. 5" wide) x 10" ad	\$185	\$335	\$185
2 column (approx. 3.25" wide) x 7" ad	\$135	\$210	\$135
3 column (approx. 5" wide) x 3 or 4" ad	\$135	\$210	\$135

Direct Mail Postcard	With stock image from Brand Center	Custom stock image
9" x 6" two-sided postcard	\$260	\$335

Flyers	With stock image from Brand Center	Custom stock image
8.5" x 11" one side only	\$135	\$210

Writing Tips

Writing for clinical trials advertising requires a skillful touch to attract the attention of potential participants while adhering to legal standards, policies and brand guidelines. Here are some basic tips:

- ▶ Try to create a short, punchy headline that ties to the idea of the study. Examples:
 - “**Walk for Life**” for a study about how exercise affects senior citizens.
 - “**Win by Losing**” for a study on dieting.
 - “**Be Heart Healthy**” for a study on blood pressure.
- ▶ Use the words ‘research study’ somewhere in the text.
- ▶ Use bulleted text to list participant qualifications and study benefits.
- ▶ Keep the text on point, but say directly what the study involves, including the time required of participants.
- ▶ In headlines or text, language suggesting that participants can “earn money” or that promises a “new treatment” is not acceptable. The language must be neither coercive nor misleading.

Advertising Examples

Sample 30 second Radio Spot

RADIO COPY FORMAT		
Client	Saved as:	Date
Acct Exec.	Network	Title

PRODUCTION	TIME	<u>COPY (Double Spaced – ALL CAPS – 11 point font size)</u>
-	-	ARE YOU AT LEAST 50 AND HAVE HIGH BLOOD PRESSURE? IF SO
-	-	YOU MAY QUALIFY FOR A RESEARCH STUDY AT WAKE FOREST
-	-	BAPTIST HEALTH TO SEE HOW LOW BLOOD PRESSURE SHOULD
10	-	BE. TO JOIN, YOU SHOULD ALSO HAVE NO HISTORY OF
-	-	DIABETES OR STROKES. IF YOU PARTICIPATE, YOU WILL
—	-	RECEIVE BLOOD PRESSURE MEDICINE, EXAMS AND LAB
-	-	TESTS...ALL AT NO COST TO YOU. TO SEE IF YOU QUALIFY FOR
20	-	THE SPRINT STUDY, CALL WAKE FOREST BAPTIST HEALTH AT
-	-	336-713- EIGHTY FIVE FORTY THREE. THAT'S 336-713- EIGHTY
-	-	FIVE FORTY THREE. WAKE FOREST BAPTIST HEALTH. A MISSION
-	-	TO CARE. A MISSION TO CURE.
	-	<u>30 SECOND SPOT</u> —
-	-	-----
-	-	
-	-	

Advertising Examples

Sample 30 second TV Spot

Name of segment: SPRINT Study-- recommended :30 script

Date of Taping:

Time of Taping:

Location to Meet:

Location of Taping:

Mgr Names, phone, email:

Possible B-roll to be shot:

Note: Need diversity. Age of adults should be a mix of mid-50s to early 70s. Try to keep non-seasonal (no obvious summer or winter clothes, avoid shots of trees, etc.).

1. Person walking on treadmill
2. Man or woman playing with grandchild
3. Health care provider taking blood pressure
4. Show close-up of blood pressure cuff and then shift to monitor as the numbers rise and fall
5. Man or woman pouring coffee
6. Woman watering plants
7. Man or woman reading with grandchild

Fill in audio sections headlined in bold below. Times and visuals will be completed on shooting day.

Visual	Audio	Time
<p><u>VISUAL:</u></p> <p>Woman watering plants</p> <p>Man or woman pouring coffee</p> <p>Person exercising on treadmill</p>	<p><u>ANNOUNCER VOICE OVER (VO):</u></p> <p>Are you at least 50 and have high blood pressure? If so you may qualify for a research study at Wake Forest Baptist Health to see how low blood pressure SHOULD be.</p>	10
<p><u>VISUAL:</u></p> <p>Woman playing with grandchild or reading to grandchild</p>	<p><u>ANNOUNCER VO:</u></p> <p>To join, you should also have no history of diabetes or strokes.</p>	04

continued on next page

Advertising Examples

Sample 30 second TV Spot (continued)

<p>VISUAL</p> <p>Healthcare provider taking blood pressure</p> <p>Healthcare provider talking to patient about medication (bottle in hand)</p>	<p>ANNOUNCER VO:</p> <p>If you participate, you will receive blood pressure medicine, exams and lab tests...all at no cost to you.</p>	<p>06</p>
<p>CARD:</p> <p>SPRINT Study logo</p> <p>338-713-8543</p> <p>Sprintrial.org</p>	<p>ANNOUNCER VO:</p> <p>To see if you qualify for the SPRINT Study, call Wake Forest Baptist Health at 338-713-Eighty Five Forty Three.</p>	<p>06</p>
<p>CARD:</p> <p>WFBH logo:</p> <p>338-713-8543</p>	<p>ANNOUNCER VO:</p> <p>Wake Forest Baptist Health. A Mission to Care. A Mission to Cure.</p>	<p>04</p>
<p>{Total run time}</p>		<p>:30</p>

Advertising Examples

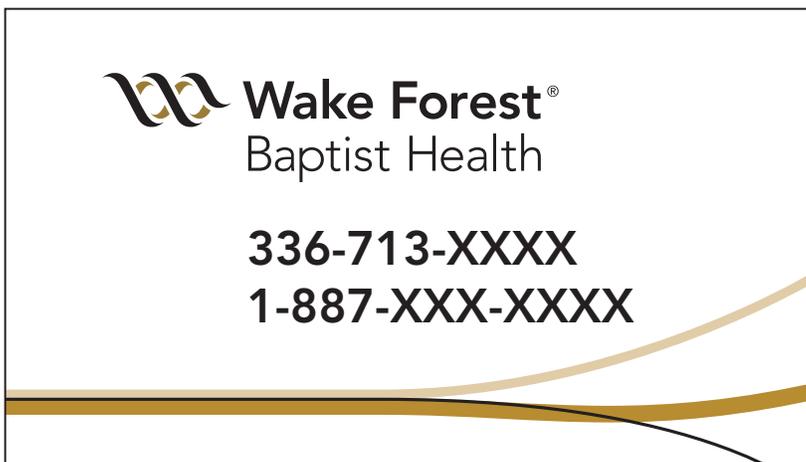
Sample TV Spot Closing Slate/Art Card



Line up all text
flush left to the "B"
of "Baptist"



Co-branding Logo
Place on a separate
slate, followed by
our logo and your
phone number(s)



Line up all text
flush left to the "B"
of "Baptist"

Creating Print Ads

Write copy:

Using the writing tips on page 9, write your copy and determine who will create your advertisement.

Determine who will design your ad:

1. Go to Creative Communications. Creative Communications can create professional, brand-compliant advertising materials quickly and affordably. Standard designs of ads, direct mail and flyers—along with pricing options—can be found on the **Brand Center > Clinical Trials Advertising > Examples**. You will receive print-ready files to submit in eIRB and to send to the publication.

OR:

2. Use our Web-to-Print template system. Create professional, brand-compliant advertising materials all by yourself. A selection of flyer, trifold brochure, ad and postcard designs are available at **creative.easypintui.com**. Customize the content—both photos and text. When finished, name your file, write a message to the Brand Champion, and then submit. Your file will automatically go to the Brand Champion. A pdf will be emailed to you for submission to the IRB for approval.

OR:

3. Go to an Outside Design Firm

You must supply the designer with our brand standards, by directing them to our Brand Center at **WakeHealth.edu/brand-center**. A layout of the material must be approved by the Brand Champion at **brand champion@wakehealth.edu** and the IRB (via eIRB) before it is sent for publication.

OR:

4. Work with the Publication to Produce Your Ad

The publication may include the cost of creating an ad in the insertion rate. However, publications do not necessarily use professional designers. You must supply the publication with our brand standards, by directing them to our Brand Center at **WakeHealth.edu/brand-center**. A layout of the ad must be approved by the Brand Champion at **brand champion@wakehealth.edu** and the IRB (via eIRB) before the ad is published.

View the ads on the following pages:

These are typical newspaper ads with specifications for a designer to use. Supply this information to whoever will be producing your ad (if other than Creative Communications).

If you have any questions about an ad you are developing, please contact Creative Communications at creative@wakehealth.edu, or call 336-716-4298.

Sample black and white ad:

Text-only, 2 column x 4"

3/4"

Help us keep you healthy

The J. Paul Sticht Center of Wake Forest Baptist Health needs you to join our mission to keep older adults healthy and independent. We are conducting a research study, called **LIFE**, that provides a walking-based physical activity program or a series of programs that teach important health topics about aging.

If you are age 70–89 and have difficulty performing everyday tasks such as walking up the stairs or getting in and out of a car, you may qualify for the study. Eligible participants receive valuable information about their health, a **FREE physical exam, EKG and lab work**, and reimbursement for time and travel.

Call **336-713-8539** to see if you qualify to be a part of the **LIFE** Study.

7/32"



Wake Forest
Baptist Health



THE LIFE
STUDY

A Mission to Care. A Mission to Cure.

IRB#11584

Headline:
22 Avenir Heavy

Maximum word count: 6

Body Copy:
Minimum 9/12

Avenir Light (Avenir Book for newsprint)

Accent text:
Avenir Heavy

Maximum word count: 120

Sample color ad:

2 column x 7"



Help us keep you healthy

The J. Paul Sticht Center at Wake Forest Baptist Health needs you to join our mission to keep older adults healthy and independent. We are conducting a research study, called **LIFE**, that provides either a walking-based physical activity program or a series of programs that teach important health topics about aging.

If you are age 70–89, and have difficulty performing everyday tasks such as walking up the stairs or getting in and out of a car, you may qualify for the study, and receive a **FREE physical exam, EKG and lab work**. Eligible participants also receive reimbursement for time and travel.

Call 336-713-8539 to see if you qualify to be a part of the **LIFE Study**.

3/16"



A Mission to Care. A Mission to Cure.

RB#11584

Headline:
24/24
Avenir Heavy

**Maximum word
count: 6**

Body Copy:
Minimum 9/12
Avenir Light
(Avenir Book for
newsprint)

Accent text:
Avenir Heavy

**Maximum word
count: 120**

Sample color ad:
3 column x 10"

1"



Help us keep you healthy

The J. Paul Sticht Center at Wake Forest Baptist Health needs you to join us in our mission to keep older adults healthy and independent. Wake Forest Baptist is conducting a research study called LIFE that provides either a walking-based physical activity program or a series of programs that teach important health topics about aging.

You may qualify if you are age 70 to 89 and have difficulty performing everyday tasks such as walking up the stairs or getting into and out of a car.

LIFE participants will receive valuable information about their physical abilities, memory and lung function. You also will receive:

- a physical exam
- an EKG
- Lab work with cholesterol, glucose and other blood chemistries

Eligible participants also receive reimbursement for time and travel.

Call 336-713-8539 to see if you qualify to be a part of the **LIFE** Study.

Wake Forest
Baptist Health
colors Black and
PMS 8640

Headline:
30/30 Avenir Heavy

**Maximum word
count: 8**

Body Copy:
Minimum 9/12
Avenir Light (Avenir
Book for newsprint)

Lead-in text:
Avenir Heavy

**Maximum word
count: 175**

Call-to-action text:
Avenir Heavy

Phone numbers:
15 point



Wake Forest®
Baptist Health



1/4"

A Mission to Care. A Mission to Cure.

IRB#11584

Sample color ad:
3 column x 10"
Multi-trial ad

1"

Volunteers Needed for Research Studies

at the Dermatology
Clinical Studies Center

Athlete's Foot Study
Age 12 and over with at least one foot affected between the toes. IRB 00016148

Shaving Study
Men age 20–60 with a history of razor bumps. Shaving supplies provided. IRB 00016148

Actinic Keratoses (AKs) Study
Red, scaly spots on your face or balding scalp?
 Study of a topical cream after cryosurgery. IRB 00014209

Rosacea Study
Age 18 and over with mild to moderate facial pimples and redness or flushing. IRB 00014511

Call 336-716-3775
 No insurance required. Compensation for your time if you qualify.

Wake Forest[®]
 Baptist Health

A Mission to Care. A Mission to Cure.

Wake Forest
Baptist Health
colors Black and
PMS 8640

Headline:
26/26 Avenir Heavy

Subhead:
20/24 Avenir Book

**Maximum word
count: 8; use sub-
head if needed**

Body Copy:
Minimum 9/12
Avenir Light (Avenir
Book for newsprint)

Lead-in text:
Avenir Heavy

**Keep word count
to minimum**

Call-to-action text:
Avenir Heavy

1/4"

Easy-to-use templates.

We have created a variety of templates for you to create your own clinical trials advertising materials. For a minimal fee, you can create your own flyers, trifold brochures, newspaper ads and direct mail postcards. A few examples are shown here; to access the templates, go to creative.easypublish.com.

First-time users must set up an account. Use your **Wake Forest email address** as your user name (required). Select a template and insert your own content (photo and text).

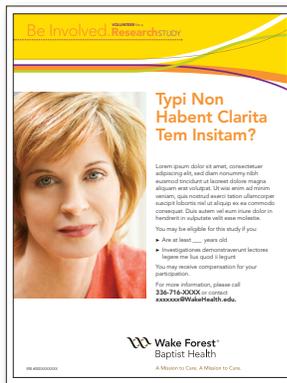
When finished, enter both a file name and message in the Submit form fields. When you SUBMIT your file, it will automatically go to the Brand Champion for approval.

If you submit a flyer or trifold brochure file for printing on a local printer, a printable pdf will be sent back to you.

If you submit an ad or postcard file, a proof pdf will be sent to you. When all approvals have been obtained, email the brand champion with your chartfield number, and a high-quality, press-ready file will be sent to you. Creative Communications charges \$50 for the pre-press work needed in creating this file for you.

More complete instructions can be found on the tip sheet [User_Instructions_Clinical_Trials.pdf](#).

Flyers



Trifold Brochures



Ads



Direct Mail Postcards



Guidelines: Do's and Don'ts

Logo: When downloading logos for **print ads:**

- DO** Use only the Wake Forest Baptist Health logo
- DO** Select only EMF or EPS file types (CMYK), which are high resolution logos
- DON'T** Use JPG file type (low resolution; for computer monitors and TV only)

Logo: When downloading logos for **TV:**

- DO** Use only the Wake Forest Baptist Health logo
- DO** Select only EPS file type (RGB)

Photos are available for download from the Brand Center. If you would like to use a different image in your advertisement, Creative Communications can help you find the right photo at a reasonable cost.

- DO** Use appropriate tasteful images (e.g., no open wound images)
- DO** Use high resolution images
- DO** Ask Creative Communications to help you find the right photo at a reasonable cost
- DON'T** Use images copied from the Web (they are low resolution and usually copyrighted).

Templates (flyers, ads, trifold brochures and postcards) are available for the creation of professional quality materials at **creative.easypintui.com**. It is strongly recommended that flyers intended for the general public be professionally designed, either by using this template system or by Creative Communications.

- DO** Keep the integrity of the design by adhering to the position of the elements. See page 21 for guidance.
- DO** Use the photo guidelines above when including images.
- DO** Give your file a name and include a message to the Brand Champion. When you click SUBMIT, the file will automatically go to the Brand Champion for review.

News Media Policies

Research produced at academic medical centers is often the subject of news articles and TV interviews in the mainstream news media. Such national and regional visibility in the popular press enables millions of people to learn of research breakthroughs that advance health and science for the betterment of all. News coverage also confers high name recognition to institutions. A prominent reputation helps with things such as recruiting the best investigators, generating interest among philanthropists and attracting patients. Everyone benefits, both individually and collectively, when the name of the institution becomes well known through positive media coverage on a regular basis.

Each year faculty members at Wake Forest Baptist Medical Center are featured in several thousand news stories. In fiscal year 2014, news about Wake Forest Baptist Medical Center was seen more than 445 million times worldwide from 16,800 news stories in print, radio, TV and the Internet.

This presents a great opportunity to make the Medical Center better known and well respected, which furthers our vision of becoming a preeminent, internationally recognized academic medical center of the highest quality. This is why positive media coverage is routinely sought on a daily basis by the Medical Center's media relations department in partnership with our faculty.

How do I participate in the news media process?

If you have an idea for a story, are about to publish a scholarly article in a journal or if you have been contacted by the news media directly, there are a few policies to follow to ensure you get the best result from working with the news media.

The news media has its own rules and methods for collecting and reporting news. News can be reported and go worldwide in a matter of minutes. Mistakes in media interviews can be costly in terms of damage control and reputation damage. That is why it is a policy to always work with a member of the media relations department in Communications, Marketing & Media (CM&M) when participating in the news reporting process.

Journalists have their own definition of "news" based on criteria they are taught during journalism training. Most often the media is looking for stories that meet the following characteristics: timeliness, seasonal, compelling, sensational, first-ever, breakthrough, easy to understand at an 8th-grade level, affects large numbers of people, interesting human interest angle, news that can be localized, fascinating, controversial, a trend or linked to a famous person.

News can have endless permutations. Media also have different requirements. A radio interview is very different from an article in *The New York Times*, which is different from a story in *The Huffington Post*. The requirements for each medium vary from one organization to another. In today's "sound bite" world, research news that has the best chance of breaking through is simple and to the point, as if it was reported in *USA Today*.

Working with a media relations professional will help you navigate and streamline the process. CM&M staff will be respectful of your time and give you the best result after an interview—which is a great story!

Policies and Procedures

It is Medical Center policy that all media requests for interviews with anyone employed at Wake Forest Baptist Medical Center must first be cleared by the media relations office before an interview is granted. The media relations team will pre-approve the interview to protect both the institution and the investigator from potentially damaging press coverage. The media relations office will quickly respond to a request to pre-screen an interview request.

Pre-approval and Screening the Interview

If a reporter calls a faculty member directly, it is important to obtain key information from the reporter before you forward the caller to the media relations office. First, thank the reporter for their interest in you or your research. Immediately tell them that all interviews must be cleared first by the media relations office. Ask the reporter for their name, telephone number, email address and news organization. Do not answer any questions over the phone, because you will be “on the record” and your quotes could appear in the news media without your authorization.

Give the reporter the front desk phone number of CM&M—336-716-4587—and tell them to ask to be connected to the media relations office directly. Or, you can give them the name and phone number of a member of the media relations team (below). It is important to obtain key information and send the reporter to the media relations office directly. After you get off the phone with the reporter, send an email immediately to a member of the media relations team and title it “Media Request by The New York Times” or name the media outlet. Or, call the media officer in CM&M directly by phone, and include the following information:

- ▶ Name of the media organization
- ▶ Name of the reporter
- ▶ Phone number of the reporter and email address

It is best to send the media request alert to at least two members of the media team, to ensure a prompt response. If you do not hear from the news media team within several hours or if the request is urgent, call the media office directly by phone and leave several messages if needed. The media often have tight deadlines and a rapid response is needed to ensure our institution is represented in the story, versus our competitors.

Media Training

The media relations office in CM&M offers personalized and group media training. It is imperative that you be trained before you grant an interview, particularly if it is on television. Media training sessions are held twice a year on campus by a media trainer from Washington, D.C., who is the former deputy commissioner of the FDA. But custom training one-on-one by a member of the media relations team is available at any time. All faculty should be trained at least once every two years, even if you are experienced at interviews.

To schedule a training session, contact Marguerite Beck, senior manager, national media relations, at 336-716-2415 or by email at marbeck@wakehealth.edu.

News Media Policies

In summary, all news media interviews must first be cleared by the media relations office before being granted. There are strict policies against allowing the media to conduct bedside interviews with patients. Conflicts of Interest must be reported to the news organization, if, for example, you have a financial interest in research or a product that you are being interviewed about.

Contact Your Media Relations Team

Gail Pritchard, CM&M Administration, 336-716-4587

Paula Faria, AVP of Media Relations, 336-716-1279 or pfaria@wakehealth.edu

National Team

Marguerite Beck, Senior National Media Relations Manager, 336-716-2415 or marbeck@wakehealth.edu

Karen Richardson, Senior Communications Manager, 336-716-4453 or krchrdsn@wakehealth.edu

Local and Regional Team

Mac Ingraham, Senior Manager, Local/Regional Media, 336-716-3487 or mingraha@wakehealth.edu

Shannon Putnam, Manager, Local/Regional Media, 336-713-8261 or sputnam@wakehealth.edu

On-call Media Relations Pager

1-336-806-7552

wakehealth.edu/news/people.htm