



Albert Einstein College of Medicine

Publicity Guidelines

I. Purpose

These Guidelines are intended to streamline communications between faculty, students, postdoctoral fellows, and staff and the Philip and Rita Rosen Department of Communications and Public Affairs (DCPA), so we can disseminate information about Albert Einstein College of Medicine (“Einstein” or “College of Medicine”) quickly and effectively to internal and external audiences.

II. Scope

These Guidelines apply to Einstein faculty, students, postdoctoral fellows, and staff. For more about use of the Einstein name, see the [Use of the Einstein Name Policy, COM-POL-2018-001](#).

III. Guidelines

Einstein DCPA coordinates closely with the Montefiore’s Media & Public Relations and Marketing departments. If you have contacted or plan to notify both Einstein and Montefiore about a particular request, please make note of it in your correspondence.

III.A. Publicity Evaluation and Options

A number of publicity options are used by DCPA. These include: [press releases](#), [research roundups](#), [academic honors](#), mentions in the e-newsletter *Einstein-Montefiore Connections*, a summary in [Einstein magazine](#), a [web feature](#), a [video interview or feature](#), the [intranet](#), and/or a mention on flat-screen monitors located in lobbies throughout the campus.

We regularly promote Einstein news on the College of Medicine’s official social media platforms, including [Facebook](#) and [Twitter](#). We also encourage faculty, students, postdoctoral fellows, and staff to submit ideas for potential submissions for our blog, [The Doctor’s Tablet](#). To learn more about Einstein social media, including the blog, please visit our [Social Media Hub](#) or email us at socialmedia@einsteinmed.edu.

We look forward to working with you to publicize Einstein’s significant contributions.

III.B. Peer-Reviewed Research

When contacting DCPA about peer-reviewed research, please keep the following in mind:

- **Notification for all news items should be sent to notification@einsteinmed.edu**, which reaches all members of the DCPA editorial team. Please be sure to include:

- A copy of your manuscript, and
- Brief answers to the following four questions:
 - What is novel or publicity-worthy about this research?
 - How does this research change what is known about this area of research?
 - What, if any, is the potential public health relevance of this research?
 - To what degree, if any, has Montefiore or any of our clinical affiliates contributed to this research?
- To ensure complete consideration for peer-reviewed research, **please alert DCPA as soon as your paper has been accepted.** (Please Note: DCPA does not receive notification from journals that a paper has been accepted.)
- **The news media and DCPA consider the first date of issue—even uncorrected proofs posted online—as the publication date.** This date may precede print publication by several weeks or even months. As a rule, members of top-tier media will not consider covering research after its publication date.
- **DCPA honors all embargoes.** We regularly work with journals, funding organizations, and partner institutions on embargoed news and studies. While a journal may tell you not to make the information public until a certain date, this instruction applies only to notifying the general public, not the communications professionals at Einstein. We honor all embargoes.
- **DCPA enlists the help of faculty in reviewing peer-reviewed research for publicity.** In consultation with respected Einstein investigators in basic, translational and clinical research, DCPA evaluates all submissions for their likely interest to external and internal audiences. (Please see section III.C. below.)
- **DCPA does not issue releases for review papers.** However, DCPA does consider them for internal publicity.
- **As a rule, Einstein will consider issuing a release for research for which an Einstein faculty member is the first, senior, or corresponding author.** If the corresponding author is at an outside institution, please explain your contributions.
- If the subject matter may have commercial applications, please e-mail the Office of Biotechnology and Business Development at biotech@einsteinmed.edu as soon as possible to discuss whether patent protection should be pursued.

III.C. Science Advisory Council

DCPA consults with its Science Advisory Council (SAC), composed of Einstein faculty members, to help evaluate likely external and internal interest in peer-reviewed research.

- Within the SAC, there are two groups—one that evaluates basic science and one that reviews clinical research. In both, members represent a range of departments, research focuses, career stage, gender, and race.
- Members submit their “blind vote” (for press release, research brief, or a link to the study) and their reasoning to DCPA for consideration.
- DCPA provides the following to SAC member to guide their evaluation of submitted papers for a press release:

To qualify for a press release, a paper should meet the following standards:

- The paper’s findings are scientifically significant, i.e., they represent a major contribution to what is known about an important area of scientific knowledge or a disease process;

And

- The media are likely to be interested in the paper’s findings. This includes both general media and influential science media;

And at least one of the following:

The findings of the paper are so significant that:

- They will likely influence clinical practice within the next 5 to 10 years;
- They will likely alter the way a scientific concept is studied or perceived.

Exceptions: There are exceptions to these criteria. For example, there are times when a study topic itself is so interesting (and likely to gain news coverage) that even an incremental finding may push it to the external publicity category.

III.D. Grants

Our department receives internal notification of NIH 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. Consideration for publicizing grants externally 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.

III.E. Announcements

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

- Significant speaking engagements (keynote-level) at major lectures, symposia and conferences.
- National or international awards;
- Major gifts to Einstein, including grant awards received by faculty, postdocs or students that represent funding other than the NIH;
- Interesting initiatives that have local, national or international importance;
- Senior-level staff appointments that have significance outside Einstein.

III.F. 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.

For letters to the editor and op-eds 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 ensure that submission guidelines are followed prior to submission and so that we can fully monitor Einstein's media presence should the piece be published.

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

III.G. Events

DCPA is also interested in important events concerning faculty, postdocs, and students, including:

- Major lectures, symposia, and conferences, both internal and connected to your involvement with professional organizations in which you play a leadership or integral role;
- Departmental and campuswide events;
- 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. When making such requests, please provide a funding number.

IV. Definitions

None.

V. Effective Date

Effective as of: January 10, 2022

VI. Document Management and Responsibilities

The Responsible Office under this document is the Office of Communications and Public Affairs. The Responsible Executive is the Associate Dean for Finance and Administration. The Responsible Officer for this policy is the Associate Dean, Communications and Public Affairs.