

SWOG

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Policy Memorandum No. 45
Subject: Press Releases and Media Coverage
Departments Affected: All

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PRESS RELEASES AND MEDIA COVERAGE

Any press release related to SWOG activities must be coordinated with Group's communications and public relations manager. The communications and public relations manager will communicate, as needed, with the NCI and/or pharmaceutical companies to ensure compliance with grant and contractual obligations for the public release of Group study findings or study information.

Information for Investigators

SWOG receives the majority of its funding from the National Cancer Institute. As a condition of that funding, the NCI and SWOG must be identified as the source of funding and/or data in any media coverage of SWOG studies or results. Any press release related to Group activities must be coordinated with the Group's communications and public relations manager.

Specifically, for studies for which SWOG is a prime sponsor,

- 1) When a study investigator's home institution wishes to issue a press release on the results of a SWOG study, that release *must* be coordinated with SWOG's communications and public relations manager. In most cases, a *single* press release will be developed to ensure consistency of message and coverage. SWOG will work with the home institution's media officer to collaborate on this release. SWOG will distribute the joint release through appropriate channels. Other institutions may distribute the joint release through any additional channels as they see fit.
- 2) Any press release that covers a SWOG study must make mention of the fact that SWOG is primarily funded by the National Cancer Institute.
- 3) SWOG *must* be cited as the source of the study and data in all interviews given by study investigators.
- 4) An investigator's affiliation with SWOG must be cited in all investigator interviews.

SWOG investigators have an obligation as Group members working under the cooperative group guidelines to conform to the above directives as a condition of their NCI-funded grants.

Failure to comply with these policies by individual investigators and/or their home institutions may result in a loss of funding.