



CDISC PR/Communications Policy

Revision History

| Date | Revision | Description | Author |
|---------------|-----------------|--------------------|--------------------------------------|
| 29 March 2005 | 0.1 | Draft | S Williams |
| | 0.2 | Modifications | Board Communications Committee |
| 24 April 2006 | 1.0 | Approved | Board of Directors |

CDISC PR/Communications Policy

1 Introduction

CDISC is an open, multidisciplinary, non-profit organization committed to the development of industry standards to support the electronic acquisition, exchange, submission, and archiving of clinical trials data and metadata for medical and biopharmaceutical product development. The mission of CDISC is to develop and support global, platform-independent data standards that enable information system interoperability to improve medical research and related areas of healthcare

1.1 Purpose

CDISC PR/Communications pertains to providing information about CDISC in various forms. Three primary forms of communications include presentations, publications, and the CDISC website. CDISC staff is frequently requested to identify speakers to present at industry conferences, organized by both for-profit and non-profit groups. CDISC members and participants have also been approached directly for such presentations. Many of the for-profit groups have proposed media partnerships. CDISC staff and members also publish articles, regular eNewsletters and press releases to communication. In addition, authors for various publications write about CDISC, with or without notifying CDISC. This policy is designed to establish certain policies to which it is felt CDISC should adhere with respect to PR/Communication activities.

For more information on CDISC, please see the CDISC website at www.cdisc.org.

1.2 Authority

This document is approved by the CDISC Board of Directors and should be followed by the CDISC Board of Directors and all who provide services to CDISC.

1.3 References

The following information sources are referenced in this document:

- CDISC Website: www.cdisc.org

2 PR/Communications Policies of CDISC

2.1 Presentations

- Presenters should communicate to a member of CDISC Operations management in advance, with information on the venue, date, conference organizer, presentation title. This will be included on the CDISC website under Upcoming Events. (this bullet should go first)

- Presenters should adhere to all policies of CDISC.
- Presenters should provide to the CDISC President or Director of Operations, a copy of the slides used for the presentation. If existing slides are required, submit inquiries to a member of the CDISC Operations management.
- CDISC will not reimburse airfare, hotel expenses (nor consulting fees) for presenters unless the following conditions are met:
 - Approved in advance by the President
 - Presentation is for a relevant non-profit organization
- CDISC staff will present for for-profit organizations under the following conditions:
 - Airfare and hotel expenses are covered by that organization.
 - Registration fees are waived for the speaker.
- CDISC may be a media partner for a for-profit conference organizer with the following considerations:
 - The conference topic is in an area of central concern for CDISC.
 - CDISC will not be required to provide a mailing list nor to send out a special, separate e-mail to participants. CDISC can e-mail notification of the conference through the eNewsletter and/or by posting on the CDISC website in the Events area
 - The organization may be willing to make a reasonable contribution to CDISC, particularly if travel costs are low or not required for a presenter.
 - The CDISC presentation/session/workshop is not construed or billed as a CDISC Education Course or CDISC Tutorial.
 - The organization is willing to exchange favors by sending an announcement to their mailing list (or providing one-time use of their mailing list)
 - See Attachment I: Sample Media Partnership Agreement

2.2 Publications

- CDISC staff and members will publish in reputable journals. There may, however, be journalists who author reports by searching the CDISC website. Quotes may be attributed to individuals without prior approval. It is not always possible to control what others publish about CDISC, however, the following considerations apply for those writing articles on behalf of CDISC:
 - When authoring an article or press release about CDISC, approval should be granted by a member of the CDISC Operations management.
 - When interviewed for an article about CDISC, the interviewee should ask to review the article in advance of publication.
 - Press releases that CDISC authors or which contain a quote from a CDISC representative must be approved by the President of CDISC and the Chair of the Board of Directors Communications Committee.
- All brochures or other PR materials for CDISC must be developed and/or approved by CDISC Operations management.
- All CDISC e-mail notices and updates to CDISC participants on behalf of CDISC must be developed and/or approved by CDISC Operations management.
- CDISC Operations management creates and distributes its eNewsletter to its email list of participants and member organizations. The updates are available on the CDISC website.

2.3 Website

- Maintenance of the CDISC website is the responsibility of the CDISC Operations management.
- The primary CDISC website is www.cdisc.org. International requirements will be accommodated through this website.
- Content for the CDISC website is posted by forwarding to a member of CDISC Operations management. Operations management will inform the President and/or Board prior to posting if any item is questionable.
- All presentations and other materials posted on the CDISC website will be in PDF format, with the exception of technical documents that may need to be posted in XML or other formats.
- The Members Area is designated for CDISC Corporate Benefactors, Corporate Sponsors, Corporate Members, and Associate Members. There is a separate login for this area. This login will change annually. Items in the Members Area, include the following
 - Introduction to CDISC tutorial
 - CDISC Team information, including meeting minutes
 - CDISC Presentations
 - Tools to facilitate the use of CDISC standards
 - Documentation on use of the standards
 - Implementation Stories/Case Studies
- The Board Area of the website is for the CDISC Board of Directors and Industry Advisory Board representatives. The navigation for this area is via the Members Area, but a separate login is required.

3 Authorization

This document has been authorized by:

| | |
|------|--------------------------|
| Name | CDISC Board of Directors |
| Date | 24 April 2006 |

Attachment I – Sample Media Partnership Agreement



(Sample) Media Relationship Agreement

Vendor to provide CDISC (select all that apply):

- CDISC Logo on the event brochures. Included in the main brochure may also be a short description and URL of CDISC.
- One time use of vendor e-mail list; either directly by CDISC or through vendor.
- CDISC logo, ~50-word description and live URL to be posted on media partner's page of event website from date of signed agreement to event dates.
- Other items deemed appropriate

In exchange, the CDISC will provide vendor with:

- Listing of event in CDISC eNewsletter
- Logo placement, event description and live hyperlink on the CDISC Events area of the CDISC website.
- Other items deemed appropriate

Accepted by:

Media Contact Signature

CDISC Representative Signature

Media Contact name and title

CDISC Representative name and title

Date: _____

Date: _____