1 Purpose

CDISC Communication, Public Relations & Marketing is tasked with providing information about CDISC in various forms. There are four primary forms of communication: Publications, Marketing, the CDISC Website and Social Media. This policy is designed to provide instruction in order to efficiently manage the acquisition, development and delivery of CDISC communication messages. This policy is designed to establish certain policies to which it is felt CDISC should adhere with respect to PR/Communication activities.

2 Communications, Public Relations & Marketing Policies of CDISC

a. CDISC Visual Identity Standards
   i. Anything that includes the CDISC Look & Feel (CDISC colors, logo or other CDISC-related images), must follow the CDISC Visual Identity Standards before release. To access the CDISC Visual Identity Standards, please visit our website.
   ii. Use of the CDISC Logo, CDISC Elements, and word “CDISC” are protected by U.S. Trademark Law, and should not be used by an external party without the sole guidance and authority of CDISC Communications. Staff that witness the improper use of the CDISC Logo, Elements or word “CDISC,” are required to contact CDISC Communications for follow up.

b. Publications

   i. Articles and Blog Entries:
      
      1. When necessary, the Communications Team will collaborate with staff, volunteers and members to develop articles and blog entries for release.
      2. All articles must be approved for publishing by the CEO and EC, and the Communications Team must be consulted prior to release.
      3. All blog entries must be approved by CDISC Communications prior to release.
      4. When authoring an article about CDISC, approval should be granted by a member of the CDISC Operations management. Should an article be developed by a third party, the Communications Team is required to reach out and attempt to collaborate with that party to ensure that all information regarding CDISC is accurate and up-to-date.
      5. Any article posted to the CDISC website, whether by CDISC staff or a third party, must be vendor-neutral.
6. 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:
   a. When interviewed for an article about CDISC, the interviewee should ask to review the article in advance of publication.
   b. All brochures or other PR materials for CDISC must be developed and/or approved by CDISC Communications management.
   c. All CDISC e-mail notices and updates to CDISC participants on behalf of CDISC must be developed and/or approved by CDISC Operations management.

ii. Newsletters
   1. Newsletters are developed by CDISC Communications on a monthly basis, on a designated date that will be made available to all members and non-members through a monthly Communications Update email.
   2. Contributions from volunteers and user networks are necessary for the Newsletter, and if prompted to provide a piece, it is mandatory for that individual to provide a final copy of that piece no later than 1 week prior to the issue date of the Newsletter. This includes information regarding Foundational Standards, CDISC Success Stories, Articles, Press Releases and Blogs.

iii. Press Releases
   1. At least one press release will be developed and issued per month by the Communications team.
   2. Press Releases must be approved by the Board Executive Committee (EC) prior to release.
   3. 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.

iv. Presentations
   1. Presenters should communicate to a member of CDISC Communications in advance, with information on the venue, date, conference organizer, presentation title. This will be included on the CDISC website under Upcoming Events.
   2. Presenters should adhere to all policies of CDISC.
   3. Presenters should provide to the CDISC President or Director of Communications, a copy of the slides used for the presentation.
   4. Presentations should use the CDISC slide template.
   5. CDISC will not reimburse airfare, hotel expenses (nor consulting fees) for presenters unless the following conditions are met:
a. Approved in advance by the President
b. Presentation is for a relevant non-profit organization

6. CDISC staff will not present for for-profit organizations.

c. Marketing
   i. Media Partners – Marketing Exchange Agreements
      1. Media Partners will be reviewed and updated by the Communications Team on an annual basis.
      2. CDISC Staff that have knowledge of potential Media Partners should take this information to the Communications Team.
      3. Media partnership agreement should include, but not limited to, the items listed in this template.
   ii. Collaborators
      1. Collaborators, defined as those with whom we have a Memorandum of Understanding (MOU) to provide a cooperative environment for furthering the CDISC mission, which will include a collaborative CDISC Communications component.
      2. CDISC Staff with knowledge of existing and potential Collaborators should take this information or update the Communications Team in a timely manner.
   iii. Collateral
      1. All collateral (which is any item for print or online usage that use the CDISC color palette, CDISC logo or associated CDISC designs), which includes and is not limited to brochures, the Annual Report, promotional items, the CDISC Primer, and any other item that markets CDISC, will be approved by the Communications Team and its supervisor prior to printing and utilization.
      2. Content for collateral will be coordinated with associated staff, volunteers and members to ensure accuracy.
      3. Collateral will follow the approved CDISC Look & Feel.
      4. The CDISC Look & Feel, as well as the content in all collateral items taken to events in which CDISC is a part, shall be decided and approved by the Communications Team.
   iv. Events
      1. CDISC Hosted Events
         a. The CDISC Communications Team will determine whom from CDISC staff will attend and support CDISC Hosted Events.
         b. All CDISC staff that attend CDISC hosted events are expected to perform a certain role and function. This will be determined by the CDISC Events Team.
      2. Non-CDISC Hosted Events
         a. The CDISC Communications Team will determine in which non-CDISC events to participate, and if we should participate, who among the CDISC staff will attend.
b. The criteria for determining which staff will attend are as follows: 1) non-profit, 2) value to CDISC, 3) timing, and 4) resource needs.

c. Unless there is an overriding reason, CDISC, as a 501c3 non-profit organization, does not participate in for-profit events.

d. All staff that attend or present at a non-CDISC hosted function are required to submit communications updates regarding their experiences and sound bites in relationship to CDISC.

d. The CDISC Website

Maintenance of the CDISC website is the responsibility of the CDISC Communications team. The primary CDISC website is www.cdisc.org. International requirements will be accommodated through this website.

i. Content

1. Content Management: All content added to the website must be approved by the Communications Team prior to posting. The Communications Team must be updated on changes to content for each functional area (i.e. Standards, Education, Events and Membership) on at least a monthly basis to ensure accuracy.

2. Blogs, Press Releases, Articles, Social Media and eNewsletters

3. 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.

4. The Members Area is designated for CDISC Platinum and Gold members. There is a separate login for this area.

5. Other general content (home page, FAQs, standards pages, etc).

ii. Format & Design

1. Web Developer: Any changes made to the design and format of the website should be discussed with the web developer.

2. Communications Team design: any desired changes to the design or look and feel of the CDISC website must be approved and completed by the Communications Team.

II. Authorization

This document has been approved and is in effect on this date:

<table>
<thead>
<tr>
<th>Name</th>
<th>Executive Operations</th>
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<tbody>
<tr>
<td>Date</td>
<td>30 June 2014</td>
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