



Albert Einstein College of Medicine

## E-Screen Publicity Policy

### I. Purpose

This policy is to introduce guidelines for requesting promotion of events, honors and special notices on the e-Screen monitors located throughout the Jack and Pearl Resnick Campus of Albert Einstein College of Medicine (Einstein).

### II. Scope

This policy applies to all current employees, faculty and students of Einstein. It may also apply to affiliates and partners who are approved to promote messages on Einstein e-Screens.

### III. Policy

By following these guidelines, you permit the Philip and Rita Rosen Department of Communications and Public Affairs (DCPA) to promote in a timely manner the many activities taking place at Einstein, as well as to highlight the notable achievements of our students, postdocs, staff and faculty.

The guidelines are as follows:

- In order for an event to be publicized on the e-Screen monitors, you must submit the event information to DCPA using the online form available in multiple locations (Document Library, Workflow, and the DCPA page) of *Inside Einstein*, our intranet. The form permits you to provide info for your slide, including date, time, location, speaker, speaker's affiliation, title of talk and the sponsoring department, club or program—**at least two weeks prior to the event**. (We also recommend posting the same information on the academic or social calendars located on the Einstein website.)
- When notifying DCPA about an honor that you, colleagues, postdocs or students have received, please indicate each person's name, title/department, honor received and organization presenting the honor. If the honor has not yet been presented, but will take place at a later date, you'll also need to provide DCPA with a contact at the organization, since we will need to determine whether the organization has an embargo on when the announcement can officially be made. (DCPA will also be able to use this information in the Academic Honors or Student Spotlight sections of our online newsletter, *Inside Einstein*.)
- If submitting about an honor, please indicate whether you have a headshot photo of the individual available. If a slide is created to promote the honor, DCPA will want to include the person's image. If necessary, we can arrange for a photo to be taken.
- Be sure to include your phone number with the information you send to DCPA, since follow-up by phone can sometimes be more helpful than by e-mail.

- With regard to events, please note that DCPA does not publicize grand rounds. Due to an already steady backlog of information concerning lectures, seminars, conferences and symposia, it was determined that, in order to keep the slide rotation to approximately three minutes' worth of material—what one might see during a long wait for an elevator—and to be able to include other news such as research highlights, honors and campus-related activities and news, information on grand rounds will not be included in e-Screen promotions.
- DCPA looks forward to promoting your events, honors and news. If you have questions about information you would like to submit to DCPA for posting on e-Screens, please contact us at x3101 or by e-mailing [karen.gardner@einsteinmed.edu](mailto:karen.gardner@einsteinmed.edu).
- Please Note: For assistance with other avenues for promoting your information, please contact Creative Services. Its staff can help you to create supporting materials, including – but not limited to – posters, flyers, brochures, and digital products.

#### **IV. Definitions**

None.


#### **V. Effective Date**

Effective as of 15 March 2018.

#### **VI. Policy Management and Responsibilities**

The Responsible Office under this policy 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.

#### **VII. Approved (or Revised)**

 _____ Responsible Executive	 _____ Date
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