



# The College on Problems of Drug Dependence

## Communications Committee Standard Operating Procedure (SOP) *Last Updated: September 9, 2020*

**Communications Committee Mission:** The Communications Committee is responsible for:

- 1) Production of Newslines as an electronic newsletter
- 2) Increasing public awareness of research on substance use, misuse, and substance use disorders
- 3) Promoting College activities to the scientific community
- 4) Using social media to promote addiction science, reduce stigma around addiction and to promote the College's achievements
- 5) Honoring members of the media and others who raise public awareness of addiction science through writing, films, and other artistic mediums
  - a. A Media-Arts Award is given yearly for the latter purpose.
  - b. The Communications Committee submits an abstract for a Media Forum to the annual meeting. If selected, this mini-symposium provides attending Press Corps and CPDD participants with 5-minute summaries of "What's Hot" at the annual CPDD meeting, while helping scientists learn to work with the media and use the verbal and visual story-telling to effectively communicate their research to the public.

**Committee Members:** The President-Elect of CPDD appoints members of the Communications Committee and its Chair(s) for 3-year terms. Terms begin and end immediately after the annual meeting.

**Committee Operations:** The Communications Committee usually is comprised of 15-20 members (including the Chair and ex-officio members) that provide oversight for publications of the CPDD to include Newslines. The Committee also promotes research and updates from Newslines and College activities via social media. In addition, we help facilitate the Media-Arts Award and the annual Media Forum. The Communications Committee submits activity reports to the CPDD BOD in January and June. New initiatives of the Committee are proposed to the Executive Committee and BOD. Special charges to the Communications Committee are considered and recommendations to either the Executive Committee or the entire BOD are made.

### **Media-Arts Award:**

- 6) The CPDD/NIDA Media-Arts award is given to an individual who or to an organization that has made major contributions through the media or artistic mediums that have enhanced the public understanding of scientific issues concerning drug use disorders. The awardee will receive a cash prize of \$1500, an inscribed plaque, two nights lodging, a waiver of registration fee, and travel expenses to attend the annual meeting where the award will be given.
- Nominations are solicited through members of the College, including its Communications Committee.

*Revised March 10, 2021*

- Nominations must be received by ~December 15th each year (please contact the Communications Committee Chair for exact deadline).
- All nominations materials must be submitted online. To nominate an individual or organization, an online application must be submitted containing a letter outlining major accomplishments, along with a curriculum vitae. Each nomination letter must include a statement from the nominee certifying that, if selected for the award, they will attend the Plenary Session of the annual CPDD meeting, which usually takes place on the Sunday morning of the meeting.
- The Communications Committee votes on nominees, with a majority required. If there is a tie, the Chair(s) break the tie.
- The nominee with the most votes selected by the Communications Committee is sent by the Chair(s) to the CPDD Executive Committee. The CPDD Executive Committee approves or declines the nomination and makes the final selection for Media-Arts Award. If the event the nomination is rejected, the next runner-up is submitted to the Executive Committee until all candidates are exhausted. The Executive Committee reserves the right to forgo an awardee any given year.
- After approval, the winner is notified by a letter from the Chair(s) of the Communications Committee. Those who were nominated but did not win are notified and thanked.

#### Media Forum:

- The Media Forum abstract is submitted by the Chair(s) of the Communications Committee to the Program Committee of the annual CPDD meeting.
- If selected as a mini-symposium, the Communications Committee will then receive a list from the Program Committee of CPDD abstracts selected for oral presentation at the annual CPDD meeting. The Program Committee will highlight what it finds to be topics that are particularly timely and with broad public appeal.
- The Communications Committee will then select 8-12 CPDD abstracts/presenters across several "hot" areas of research. They will be selected on the basis of broad public interest.
- The selected presenters and the Communications Committee will then collaborate to prepare brief lay summaries in advance. Each selected presenter will be given 5 minutes to develop "talking points" with slides, with press questions given priority. When the formal event has officially ended, the press and audience will be given an opportunity to probe the research, and arrange individual interviews, as requested.