

## COMBINE Publicity Committee

(Members: Lisa Berger, Ann Bradley, Barbara Mason, Margaret Mattson (chair), Jennifer Sharpe Potter, Bob Swift, and Kelly Tobin.)

### *I. Purpose*

A. The role of the Publicity committee is to provide support to the trial regarding use of the lay media for trial publicity in order to (a) generate public interest to enhance recruitment, and (b) secure appropriate coverage of newsworthy trial developments and related science.

### *II. Activities*

A. The role of the committee is advisory to the Steering Committee (SC); thus, it does not act as the spokesperson for the trial, although it may make suggestions along these lines for the consideration of the SC. Likewise, its activities are in relation to the lay media; interaction with the scientific media is the domain of the Publications and Analysis Committee.

B. Specific activities the Publicity Committee may undertake include, but are not restricted to the following examples:

1. Support and advice to the sites on how best to utilize their local media agents and university press officers to enhance the trial.
2. Liaison with the NIAAA press Officer.
3. Training and advice to sites' staff on how to interact with the media, interview skills training, etc.
4. Assistance with preparation of materials for distribution to the lay press or the lay public.
5. Identification of services to assist in interacting with the public and the lay media (e.g. National Call Center.)
6. Long range planning for major media interactions such as the press conference and/or press release at the end of the study when the final results are announced.
7. Short term planning to alert the trial of opportunities to draw attention to the role of medications and behavioral therapies in the treatment of alcoholism.

### *III. Oversight and Reporting*

A. The Publicity Committee functions as a separate subcommittee and reports to and receives direction from the Steering Committee. Periodically between Steering Committee meetings, the Publications Chairperson reports to the Operations Committee.

#### *IV. Organization*

A. Membership consists of 5-7 members with representation from the PIs, PCs, NIAAA and CC who are elected for a term of 2 years.

B. Meetings are scheduled every two months, to be modified according to phase of the trial and needs.

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