

### **Generating and distributing your institution's press release for e3 study (S1207)**

Add your institution's name to the attached press release template in the blanks indicated. The clinical research associate or research administrator managing your institution's participation in S1207 is probably the best contact to list at the top of the page, though your site's SWOG PI may prefer to be listed there instead. Ask your institution's media or public relations staff for a paragraph about the institution to include near the bottom of the release.

You are welcome to make minor edits to the release as needed for your institution. If you wish to make significant changes beyond those described above, please run them by SWOG's Communications Office at [communications@swog.org](mailto:communications@swog.org).

Check with your local IRB on whether they want to review your release before you distribute it. As an item for a general audience, such a release generally would not need IRB review. As you add local information to it, though, it can become more targeted to prospective patients, in which case IRB review may be required.

For help getting your version of the S1207 press release into your local media outlets, reach out to the media relations, public relations, or communications office at your institution. They should be able to assist you with appropriate contacts at local and regional newspapers, blogs, radio stations, and television stations. Encourage them to post the release to the institution's website as well and to link to it via their institutional social media accounts.

Also consider possible outlets within your institution:

- Internal newsletter sent to your institution's staff
- Internal newsletter sent to your institution's patients and other constituents

Send a copy of your release to all of your local patient advocacy organizations whose areas of focus include breast cancer. If you send it via e-mail, paste a copy of the release text into the e-mail message itself in addition to including a Word or PDF document as an attachment. As background information, you may want to include a copy of the [e3 Breast Cancer Study Patient Information Brochure \(PDF\)](#).