



UNIVERSITY OF ILLINOIS
Hospital & Health Sciences System
Cancer Center



2015 University of Illinois Cancer Center Communications Annual Report

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UNIVERSITY OF ILLINOIS CANCER CENTER COMMUNICATIONS ROLE

The Communications section of the UI Cancer Center (UICC) functions as a supplement to each of the larger branches of the Cancer Center. The first line of service is to promote information, events and happenings of the Cancer Center to the internal Cancer Center membership and then, as appropriate, to the external audience of hospital and university faculty, staff and community members. This also includes using tools of traditional and social media to disperse such messages. This entire process involves collaboration with media relations and any external individuals or organizations that might be involved in aforementioned information, events or happenings.

It is important to note that some information is embargoed until a specific point in time, and interviews or other data cannot be released until the embargo is lifted. This is particularly the case with the National Cancer Institute and the National Institutes of Health, as well as with many other publications and medical journals, regarding data to be released in press conferences.

UICC Communications is also responsible for the development and distribution of a variety of documents. This includes writing and editing electronic and hard-copy versions of articles, speeches, reports, marketing materials, press kits and web content. Upon the arrival of this Communications Director in September of 2012, a bi-weekly Cancer Center Update (newsletter) was created and dispersed. That was developed into a monthly Update, and the document was primarily an internal showcase of UICC research highlights, clinical trials news and accomplishments, new hires, and innovation in the local and national NCI-designated cancer community. The Cancer Center Director decided that the Update was not being utilized in any capacity and that the Update should be discontinued, at which point the final UICC Update was distributed in December 2014.

Throughout the Summer of 2015, the idea of a quarterly news/"Director's Letter" was floated. The inaugural issue of the Director's Letter was sent out in August 2015, and again in December 2015. Both issues summarized the state of the UICC, our PRC and DSMC updates, clinical trials activities and accomplishments, and highlights from our Office of Community Engaged Research and Implementation Science. The Director's Letter format will continue, and an internal Cancer Center administration update will likely be distributed monthly, beginning in March-April 2016, for the purpose of general administration and human resources news to be dispersed internally within the Cancer Center staff.

WEBSITE PROJECT MANAGEMENT AND MAINTENANCE

2015 brought the completed project management of our new website, <https://cancer.uillinois.edu>, which went live in October 2015. With the assistance of our web developers, Surface 51, we have a new website that is based on the content management system Drupal. Surface 51 provided the framework of the site, and Dawn Smith and Michelle Uriostigue-Preza inserted over 300 pages of website content, including a directory page for each UICC member. Dawn maintains the overall website content on a daily basis, with some assistance from Michelle. Michelle regularly reviews all of the UICC media clips and then posts them on our website. The website is updated daily with events, news items, pictures and links to social media. We also make changes to member profiles and/or any other content as necessary.



EVENTS

UICC Communications makes every effort to attend events that are aligned with the Cancer Center's mission. This is to document and communicate about the event for social media, media relations and post-event wrap-up, as well as for reporting on the event to grant, institution and external organization administration. Documenting events usually includes event photography, videography and/or journalistic reporting. Events that UICC Communications participated in for 2015 include:

January-December 2015	Imerman Angels Socials (occur monthly on the 3 rd Tuesday of the month)
February 2015	The Northern Trust/Black History Month Health Workshops on Cancer
February 2015	CCSW Breast Cancer Awareness Basketball Game
February 2015	College of Pharmacy Research Day Awards Presentation
March 2015	Video w/Dr. Winn for the College of Medicine
April 2015	Community Health Worker Training on Breast Cancer
April 2015	Legends and Legacies Gala with the College of Medicine
April 2015	State of the Cancer Union
May 2015	Big10 Cancer Research Consortium/ASCO Planning Meeting
June 2015	Imerman Angels Brunch Run
June 2015	UI Health Inaugural Cancer Survivorship Day Celebration
June 2015	Men's Health Event at Mile Square
July 2015	High School Program Field Trip to the Museum of Science and Industry
August 2015	Hopefest
August 2015	High School Program Research Presentation
October 2015	Center for Breast Care and Department of Surgery Inaugural Breast Cancer Survivorship Day Celebration
October 2015	Cancer Research Forum
November 2015	Movember Launch and Campaign



FUNDING OPPORTUNITIES AND REPORTS

The Cancer Center Communications sector developed the Weekly Funding Opportunities Guide in 2012, as a way to maintain frequent updates of funding, available to Cancer Center members. These opportunities currently come from a variety of sources, including weekly reports distributed by UIC, the NIH, and numerous independent organizations that publish opportunities throughout the week. Each week, these reports are filtered for cancer-relevant opportunities and research opportunities that are aligned with our mission. They are then combined into a single account, updated each week, sent out to our Cancer Center membership, and [published on our website](#) in a printable PDF format.

Specific funding opportunities have been requested for NSCLC, biorepositories and tissue banking, and travel for conferences and conference planning.

MEDIA DATABASE MANAGEMENT

Communications maintains an extensive database of all cancer-relevant consumer news clips and Cancer Center member publications in [NCI Pubmed](#). Consumer news clips are those that appear or are aired on the major network and cable news outlets, as well as in mainstream publications, including daily and weekly newspapers, weekly and monthly magazines, and the online companions to all of these media outlets. Medical and scientific journals are tracked in PubMed. We track all of our member publications in PubMed and link to their PubMed publications on their member profile on the Cancer Center website. A 2016 goal is to develop and maintain a database of all of our member grants, to ensure alignment with their publications.

As it pertains to consumer news clips, we are able to determine which of our UICC members publishes most frequently and on what subject matters. We are also able to do this for our NCI publications, although not to the same extent with regards to the subject matter. Please see **Index A** for a breakdown of the Most Consumer News Clips, by Cancer Center member, for 2014 and 2015. Please see **Index B** for a breakdown of the subject matters most reported on within consumer publications, from our Cancer Center members. Please see **Index C** for a breakdown of the Most Cited NCI-Published Cancer Center members from 2014 and 2015.

MEMBERSHIPS

UICC Membership maintenance continues to fall under the responsibility of Communications, with joint responsibility to approve memberships by the UICC program leaders. This has continued to be a challenge throughout 2015. We will be addressing this issue in 2016.

PROJECTS and PRODUCTIONS

Communications has contributed its expertise to numerous reports, presentations, speeches and documents. Examples of this include the annual reports for the OERIS, PRC, DSMC and Clinical Trials Office; the speech for the Interim Vice President of Health Affairs at the P20 Press Conference, and the Abstract Book and all marketing materials for the 2015 Cancer Center Research Forum. Writing and editing is crucial to the Cancer Center in all capacities, and Communications takes much pride in ensuring that the documents that pass through our doors are sent out with the highest of standards. As well, Communications continues to forge relationships based less on the written word and more on interpersonal communications. This is evident in our work with The Northern Trust, which we began work with in 2015 on their Black History Month Health Workshops and had the fortune to repeat in 2016. This relationship has the potential to grow significantly with additional programming, perhaps beyond the annual Black History Month. Finally, Communications was a part of the High School Research Program, in escorting our high school students to the Museum of Science and Industry and to a variety of on-campus lectures. With additional planning for participation, this looks to be an exciting collaboration for Communications for 2016.

PRESS CONFERENCES AND TOWN HALLS

Press conferences and town halls are an opportunity for the UICC to make a declarative statement in the media, participate in another organization or institution's statement, and to interact and engage with the community. As our Mile Square Health Centers have gained a stronger foothold in our community, we are having more opportunities than ever to utilize our physical space for these conferences and town halls, and to integrate ourselves into the exciting conversation that is happening, surrounding the welfare of our catchment area. Not to be ignored are the conferences and town halls that the UICC attends within the company of the Mayor, the city's Aldermen, and the various stakeholders that are invested in the well-being of the UICC and its patients. To that end, the UICC has been part of the following conferences and town halls in 2015:

- Nobody Quits Like Chicago
- E-cigarette tax increase
- U54 ChicagoCHEC
- P20 GUIDE Project

The
GUIDE
Project

Chicago**CHEC**

The P20 and U54 grants are both exciting and incredibly lucrative initiatives for the UICC. We had solid, visible press coverage for the U54, in part because of the triad of institutions in which this grant is held, and in part because of the grant itself and the work that we will be able to do as a result of it. The P20 grant received adequate press coverage, but also brought together a tremendous community presence that is often louder than that which is covered in a news article. Both town hall events are noted for the conversations and collaborations that developed as a result, although the data on all press coverage for the events has been collected as well.

U54 and P20 Press

The following articles and press links were collected for our two primary grant awards in 2015, the U54 ChicagoCHEC grant and the P20 Guide Project.

U54 Video

[Fight against cancer](#)

Source: NBC5 News

Date Published: 10/23/2015

[Chicago Cancer Health Equity Collaborative](#)

Source: FOX News Chicago

Date Published: 10/23/2015

[Chicago Cancer Health Equity Collaborative](#)

Source: Univision Chicago

Date Published: 10/23/2015

[Chicago Cancer Health Equity Collaborative](#)

Source: All Things Considered

Date Published: 10/23/2015

Pls Dr. Robert Winn, alongside Dr. Melissa Simon of Northwestern, and Dr. Moira Stuart and Dr. Christina Ciecierski or Northeastern Illinois University



U54 Articles:

[\\$17.4 Million Federal Grant to Tackle Cancer in Chicago's Low-Income, Minority Neighborhoods](#)

Source: UIC News

Date Published: 10/23/2015

[\\$17 Million Federal Grant to Tackle Cancer in Chicago's Low-income minority Neighborhoods](#)

Source: Travelagents.com

Date Published: October 23, 2015

[\\$17.4 Million Grant to Tackle Cancer in Chicago's Lower-Income Minority Neighborhoods](#)

Source: Northwestern University Feinberg School of Medicine

Date Published: October 23, 2015

[\\$17.4 Million Grant to Tackle Cancer in Chicago's Low-Income, Minority Neighborhoods](#)

Source: Northwestern News

Date Published: 10/23/2015

[Across the Consortium - November 2015](#)

Source: Big10 Cancer Research Consortium

Date Published: November 13, 2015

[Grant aims to combat cancer in poor Chicago neighborhoods](#)

Source: Chicago Sun Times

Date Published: October 23, 2015

[Higher Education Grants of Interest to African Americans](#)

Source: The Journal of Blacks in Higher Education

Date Published: November 4, 2015

[National Cancer Institute Provides 3 Chicago Universities with \\$17.4 Million Grant](#)

Source: Chicago News

Date Published: None provided

[Northwestern teams with two Chicago universities to combat cancer in city](#)

Source: The Daily Northwestern

Date Published: November 2, 2015

[Northwestern teams with two Chicago universities to combat cancer in city](#)

Source: World News

Date Published: November 4, 2015

[Northwestern University Feinberg School of Medicine Facebook Posting](#)

Source: Facebook

Date Published: October 23, 2015

[Shop Talk](#)

Source: Oncology Times

Date Published: February 2016

[Scientists Take Aim at Cancer in Collaborative Project](#)

Source: Northwestern University Research

Date Published: November 17, 2015

[Three Universities Join Forces to Fight Cancer with \\$17 Million Grant](#)

Source: UIC News Center

Date Published: October 27, 2015

P20 Articles:

[Across the Consortium – October 2016](#)

Source: Big 10 Cancer Research Consortium

Date Published: October 16, 2015

[A Message from IMDC Executive Director, Dr. Suzet McKinney](#)

Source: IMD&U

Date Published: November 2015

[Governors State University Facebook Post](#)

Source: Facebook

Date Published: December 18, 2015

[Governors State University, UIC Cancer Center Partner to Examine Cancer Disparities](#)

Source: Citizen Weekly

Date Published: December 30, 2015

[GSU, U of I get \\$1.5M Grant for Cancer Research](#)

Source: Daily Southtown

Date Published: December 18, 2015

[Making Connections to Save Lives](#)

Source: GSU News

Date Published: January 15, 2016

[Town Hall to Address Cancer Disparities in Chicago's South Suburbs](#)

Source: UIC News

Date Published: December 11, 2015

[UI Cancer Center, Governors State to address cancer disparities in south suburbs](#)

Source: eNews Park Forest

Date Published: October 13, 2015

[UI Cancer Center, Governors State to address cancer disparities in south suburbs](#)

Source: EurekAlert

Date Published: October 13, 2015

[UI Cancer Center, Governors State to address cancer disparities in south suburbs](#)

Source: Phys.org

Date Published: October 13, 2015

[UI Cancer Center, Governors State to address cancer disparities in south suburbs](#)

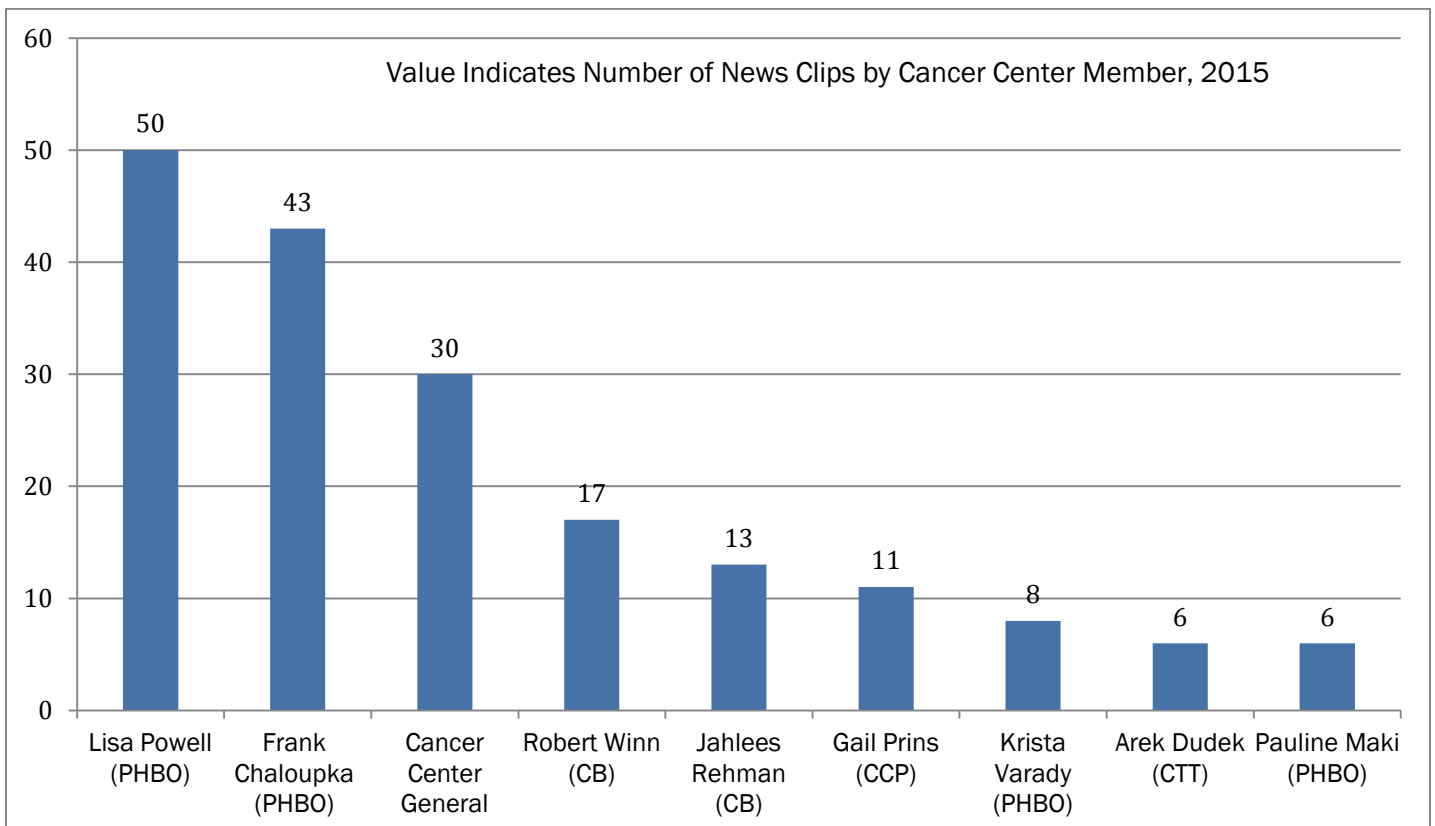
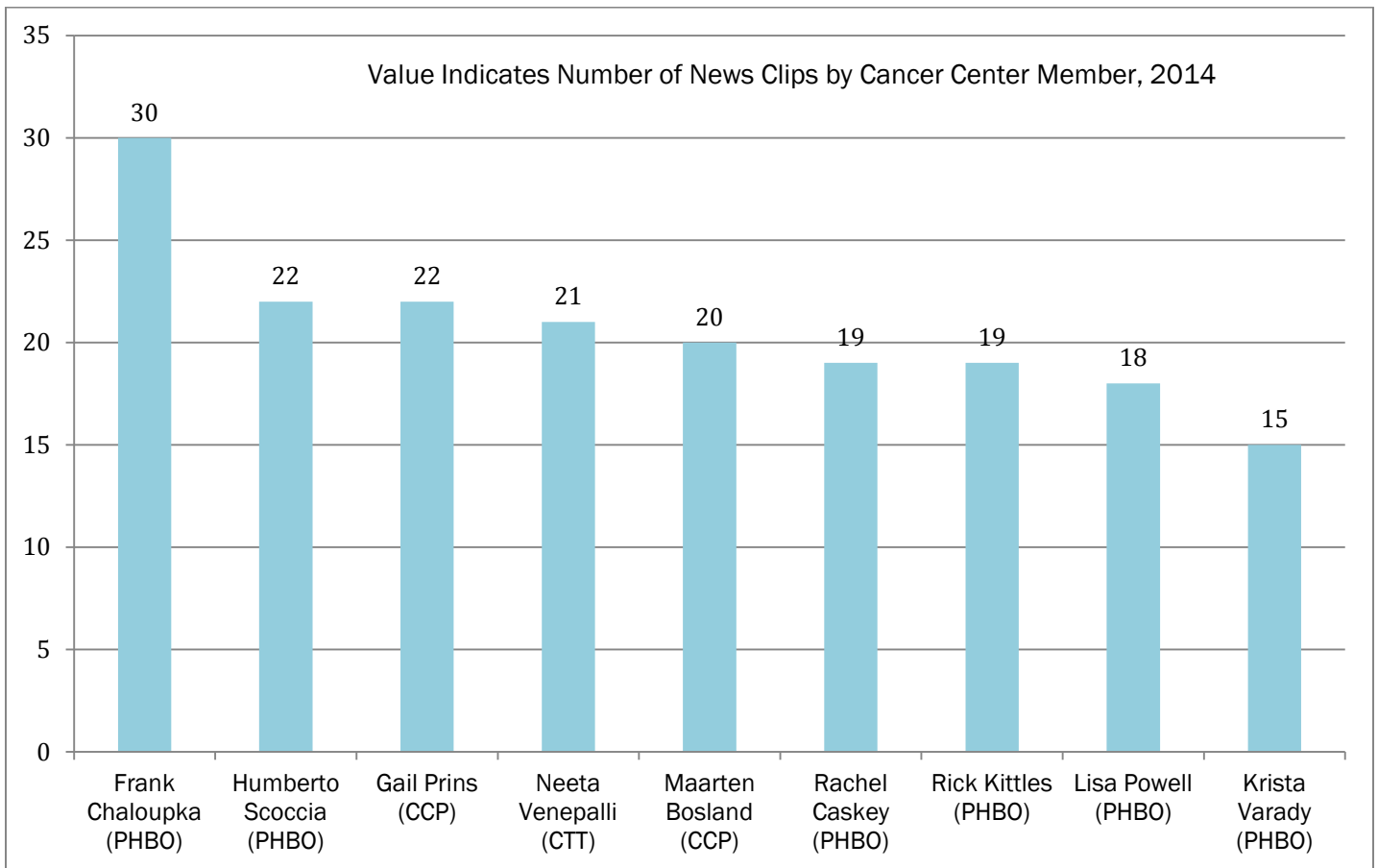
Source: UIC News

Date Published: October 13, 2015

Dr. Deborah Bordelon, Provost of Governors State University; Senator Michael Hastings; PI Dr. Robert Winn; Dr. Jerry Bauman, Dean and Interim Vice president for Health Affairs at UI Health; and PIs Dr. Catherine Balthazar and Dr. Rupert Evans of Governors State

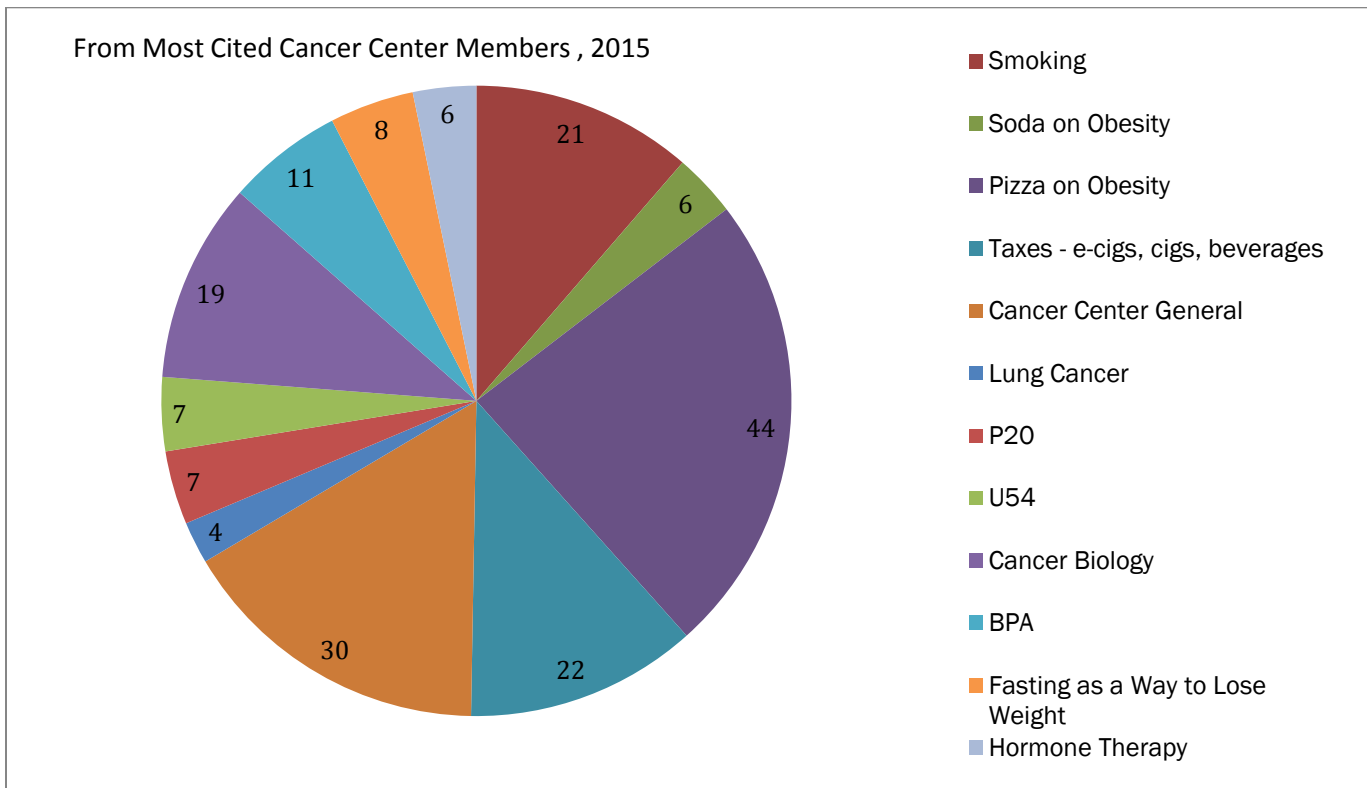
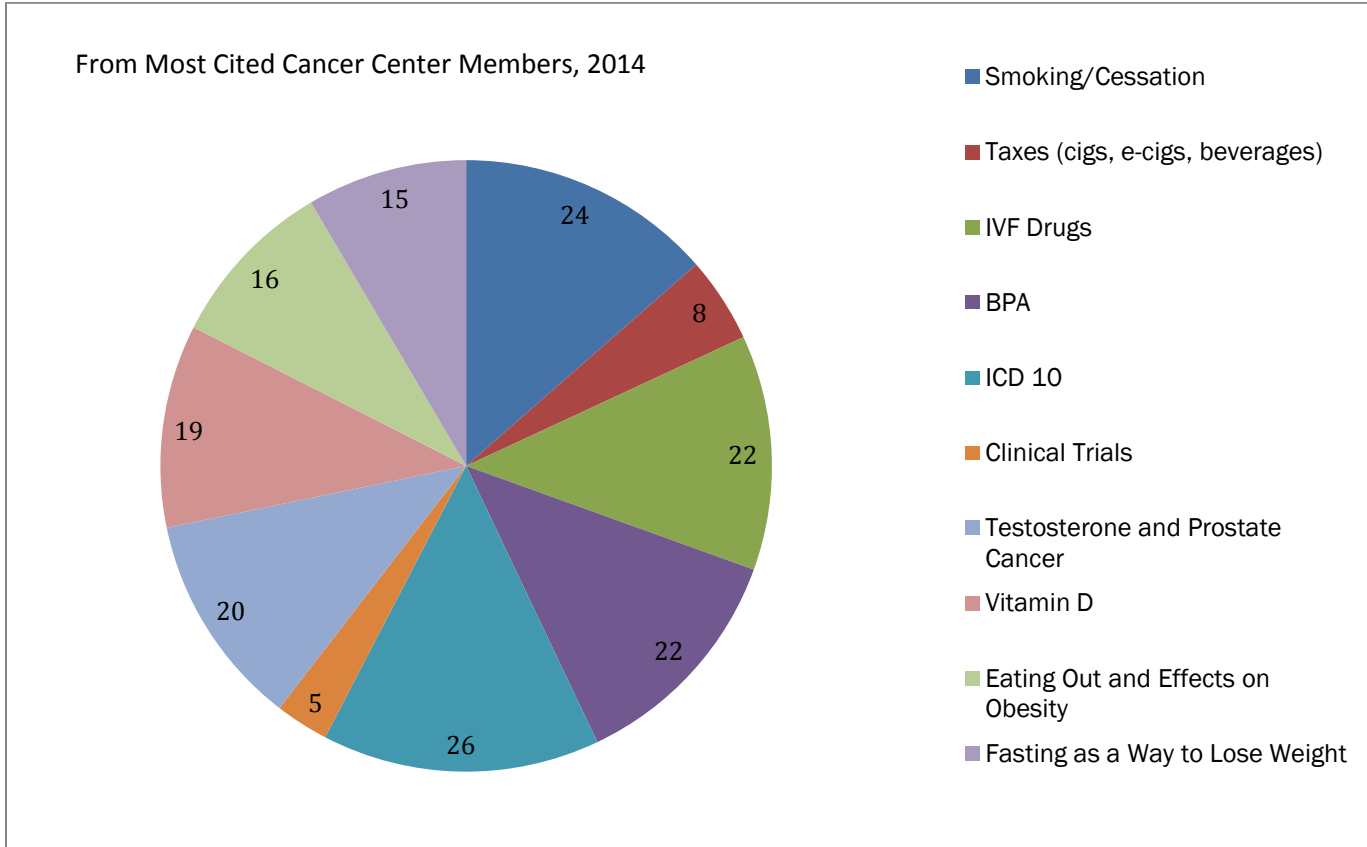


INDEX A – MOST CONSUMER NEWS CLIPS, BY CANCER CENTER MEMBER



** Cancer Center General refers to press that references the UI Cancer Center or UI Health and cancer-relevant happenings, information or events

INDEX B - NUMBER OF ARTICLES PUBLISHED, BY SUBJECT MATTER, FROM MOST CITED CC MEMBERS



INDEX C – MOST CITED NCI-PUBLISHED CANCER CENTER MEMBERS

