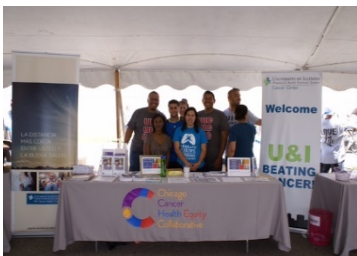


# 2016 University of Illinois Cancer Center Communications Annual Report

Prepared by Dawn Smith, EdM  
Director of Communications



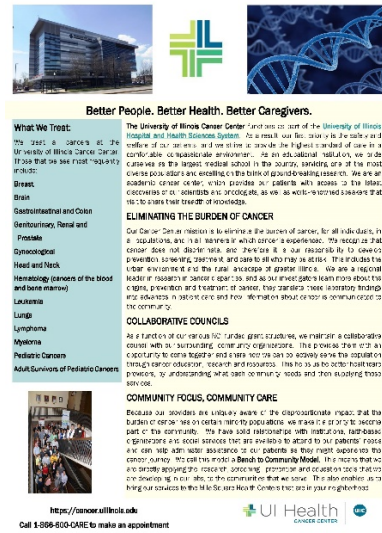
# UNIVERSITY OF ILLINOIS CANCER CENTER COMMUNICATIONS ROLE

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.

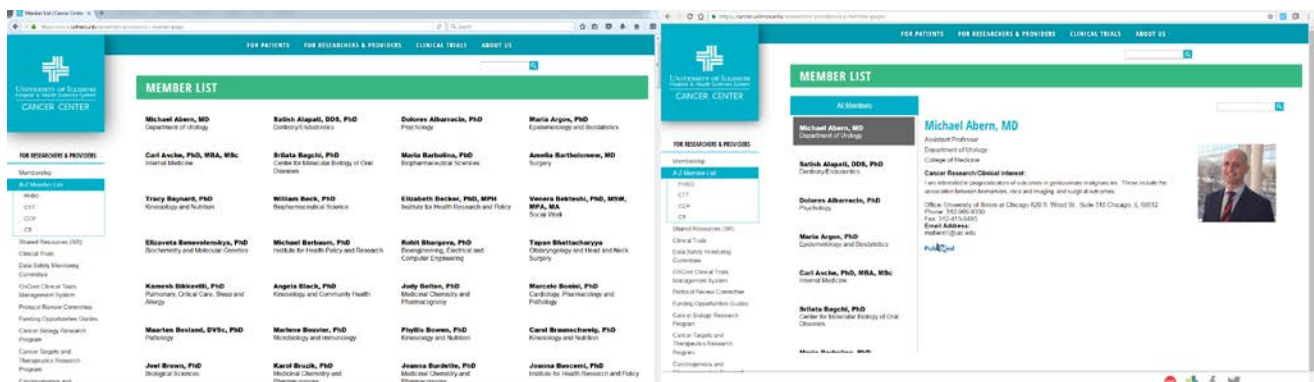
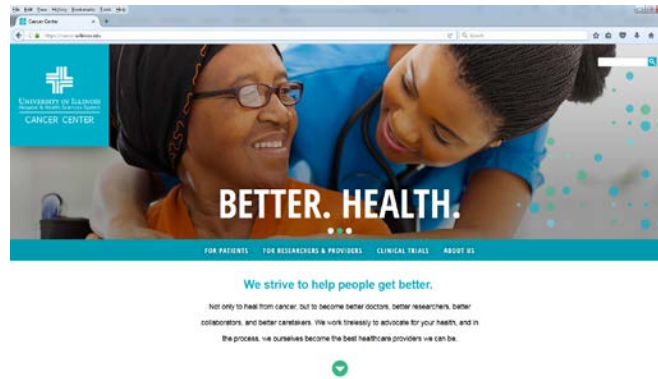
UICC Communications works closely with the Office of Media Relations, the UIC News Bureau and external media organizations for distribution of press releases, interviews, photography, and videography of Cancer Center related information. This information is then translated internally to our listservs, website and social media channels for dispersion.

UICC Communications is 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, web content and social media copy. UICC Communications also provides all photography and photoediting for UICC events and participation at community events. The UICC was honored to have a photo featured in the [Association of American Cancer Institutions' 2016 Annual Report](#) from the UICC Moonshot Summit.



Please click on each image to launch the full-sized sample. Top Left: UICC Quarterly Director's Letter; Top Right: UICC One-Sheet Promotional Flyer; Bottom: UICC Photo on page 11 of the AACI Annual Report.

Our website, <https://cancer.uillinois.edu>, was designed by Surface 51, a development and design firm based in Urbana, IL. Surface 51 built the framework on the content management system Drupal, and Dawn Smith inserted over 300 pages of website content in 2015. Michelle Uriostigue-Preza assisted in inserting with a directory page for each UICC member. The website is updated daily with events, news items, pictures and links to social media by Dawn Smith. Research is inserted on a weekly basis. Dawn also makes changes to member profiles and/or any other content as necessary.



## MEMBERSHIPS

UICC Membership maintenance continues to fall under the responsibility of Communications, with joint responsibility to approve memberships by the UICC program leaders. The Cancer Center approved 13 new members in 2016. Because the Cancer Center is applying for NCI Designation, our membership application is currently under review and will be revised to CCSG standards.

## 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, Community Campus Cancer Collaborative, and UI Cancer Center Affiliates, 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.

## EVENTS

UICC Communications makes every effort to attend events that are aligned with the Cancer Center's mission. This includes documenting and communicating 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 2016 include:**

January-December 2016	Imerman Angels Socials (occur monthly on the 3 <sup>rd</sup> Tuesday of the month)
January 13, 2016	Get Covered Press Conference – Affordable Care Act Coverage
February 2016	Walk-In Wednesdays Breast Cancer Screening
February 5, 2016	Smoking Cessation Navigation
February 11, 2016	The Northern Trust/Black History Month Health Workshops
February 18, 2016	CCSW 3 <sup>rd</sup> Annual Ladies Night Out Breast Cancer Awareness Basketball Game
February 26, 2016	College of Pharmacy Research Day Awards Presentation
March 30, 2016	Recovery on Water – Breast Cancer Survivorship Event
April 7, 2016	Be Here Now Film Screening and Lymphoma Discussion
May 3, 2016	Big10 Cancer Research Consortium/ASCO Planning Meeting
May 5, 2016	A Breath of Hope 5K Lung Run
May 10, 2016	On the Table
June – August 2016	ResearchHStart High School Program
June 29, 2016	White House Moonshot Summit
June 25, 2016	Men’s Health Event - In the Community/Meet the Alderman
July 14, 2016	Inaugural All of Us Research Program/Precision Medicine Initiative Meeting
July 9, 2016	B-Groomed Men’s Grooming & Lifestyle Expo
July 23, 2016	Imerman Angels Brunch Run
August 5, 2016	Hopefest
September 2, 2016	African Festival of the Arts – Inflatable Colon and Health Resource Fair
September 29, 2016	ChicagoCHEC Annual Report and Symposium
September 21, 2016	Diversity in Clinical Trials – Be A Gift
October 6, 2016	Center for Breast Care/Dept. of Surgery Breast Cancer Survivorship Day Celebration
October 18, 2016	Cancer Research Forum
October 23, 2016	Englewood 5K
November 2016	Movember Launch and Campaign
November 20, 2016	Movember Basketball Tournament



L-R: UICC Breast Cancer Survivorship Celebration in October 2016; On the Table with ChicagoCHEC on May 10, 2016; Recovery on Water Rowing Therapy with Survivors from our Survivorship Empowerment Network on March 30, 2016; The UICC team at the A Breath of Hope Lung Run 5K on May 21, 2016

## PRESS CONFERENCES, SYMPOSIUMS 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. We recognize how important our institution is to its surrounding population and how being a participant also means that we have an opportunity to interact with our constituents.

This year the UICC hosted the Affordable Care Act Get Covered! Press Conference on January 14, 2016 and the ChicagoCHEC Annual Report and Symposium on September 29, 2016. Attended by Representatives Al Riley, Camille Lilly, LaShawn Ford, Former State Representative, Dr. David Miller, and Congressman Danny Davis, along with representatives from the City of Chicago and the Department of Health and Human Services, the Affordable Care Act Get Covered! Press Conference was hosted with UIC and Mile Square, to champion the importance of Get Covered Illinois and the Affordable Care Act within our community.

Held at the newly-refurbished Malcolm X College on the near west side, the ChicagoCHEC Annual Report and Symposium on September 29, 2016, was the inaugural event for the U54 beyond its initial 2015 press conference. With over 160 people in attendance, the day featured keynote speeches from Dr. Linda Rae Murray, former Chief Medical Officer of the Cook County Health & Hospital System and a ChicagoCHEC Steering Committee Member, and ABC7 traffic reporter and breast cancer survivor, Roz Varon. The event also featured a variety of workshops, a town hall, a survivorship panel and a panel of civic healthcare leaders.

## PROJECTS and PRODUCTIONS

In 2016, the Cancer Center produced "Community Conversations," a 13-episode public access television program on CAN-TV. The program's intent was to introduce cancer-relevant information onto a 25-minute, digestible platform that is community-friendly and allows for live interaction with the host and guests. The Cancer Center was able to secure a variety of investigators, clinicians and community leaders as guests, all of whom were able to clearly articulate the various subjects that were presented. Ideally, a greater audience participation would have allotted for continuation of "Community Conversations" and additional opportunities to continue working with CAN-TV in this capacity. We have maintained our journalistic relationship with them, and that leaves the door open for further productions in the future.



The Cancer Center also has a monthly radio show on WVON-AM1690, with Dr. Terry Mason, Chief Operating Officer of the Cook County Department of Public Health. The first Sunday of each month, Dr. Terry Mason hosts “Dr. in the House,” and features Cancer Center Director, Dr. Robert Winn, and Dr. Karriem Watson, Director of the Cancer Center’s Office of Community Engaged Research and Implementation Science, as well as a variety of guests from the community. The subjects discussed span the cancer continuum and offer an opportunity for listeners to ask questions to Drs. Mason, Winn, Watson and their guests.

On May 21, 2016, the UICC hosted its first ever 5K Lung Run with [A Breath of Hope Lung Foundation](#), an organization based in Minneapolis. The event was hosted by NBC5 Chicago morning news anchor Alex Maragos and entertainment was provided by local band, The Student Body. Donations for the event came from Lettuce Entertain You, who contributed over \$1,300 in prizes; Jason’s Deli, who provided over 1,000 water bottles to the entire staff and all of our participants; and Stanley’s Fruits and Vegetables and the Great American Bagel who each provided nourishment for the event. With a generous non-profit discount of over \$50,000, the Cancer Center purchased a \$5,000 press package from the CTA that ran on buses and trains throughout the South and West sides of Chicago. The Cancer Center also secured \$46,000 worth of courtesy press from iheartmedia, in the form of 50 30-second public service announcements. The event was also promoted to our Cancer Center members, the UIHealth community, and on our shared social media feeds with NBC5 Chicago. The 5K Committee continued their promotional efforts with postcard handouts on and off campus in Little Italy, Pilsen, and Humboldt Park. With over 300 walkers and runners, all of whom united for lung cancer research, it was a wonderful inaugural effort and an opportunity to determine what will be required to continue these types of events in the future.

Finally, on June 29, 2016, the Cancer Center was one of 39 academic medical centers to join the Association of American Cancer Institutions (AACI) and the White House in the National Cancer Moonshot Summit. This day was an opportunity for our clinicians, researchers and community to come together under the umbrella of collaboration and find ways that we can shoot for the moon to cure cancer. From financing under-researched pediatric cancers to developing educational toolkits for caregivers, to discussing high risk/high reward clinical research, the conversations were spirited and attended to issues that really mattered to our Cancer Center and to our population. The day also included a press conference viewing from Vice President Joe Biden, who not only promoted the message of intent from the White House and their participation in the event, but also elevated our enthusiasm for our already powerful mission. Our work with the Moonshot Program has continued, and on January 4, 2017, the 21<sup>st</sup> Century Cures Act was signed by President Obama, and Section 1001 was named the Beau Biden Cancer Moonshot and NIH Innovation Projects, which invested \$1.8 billion into cancer research. This program will hopefully give all of our institutions around the country an opportunity to breathe life into this groundbreaking opportunity that it has been a true honor to be a part of.

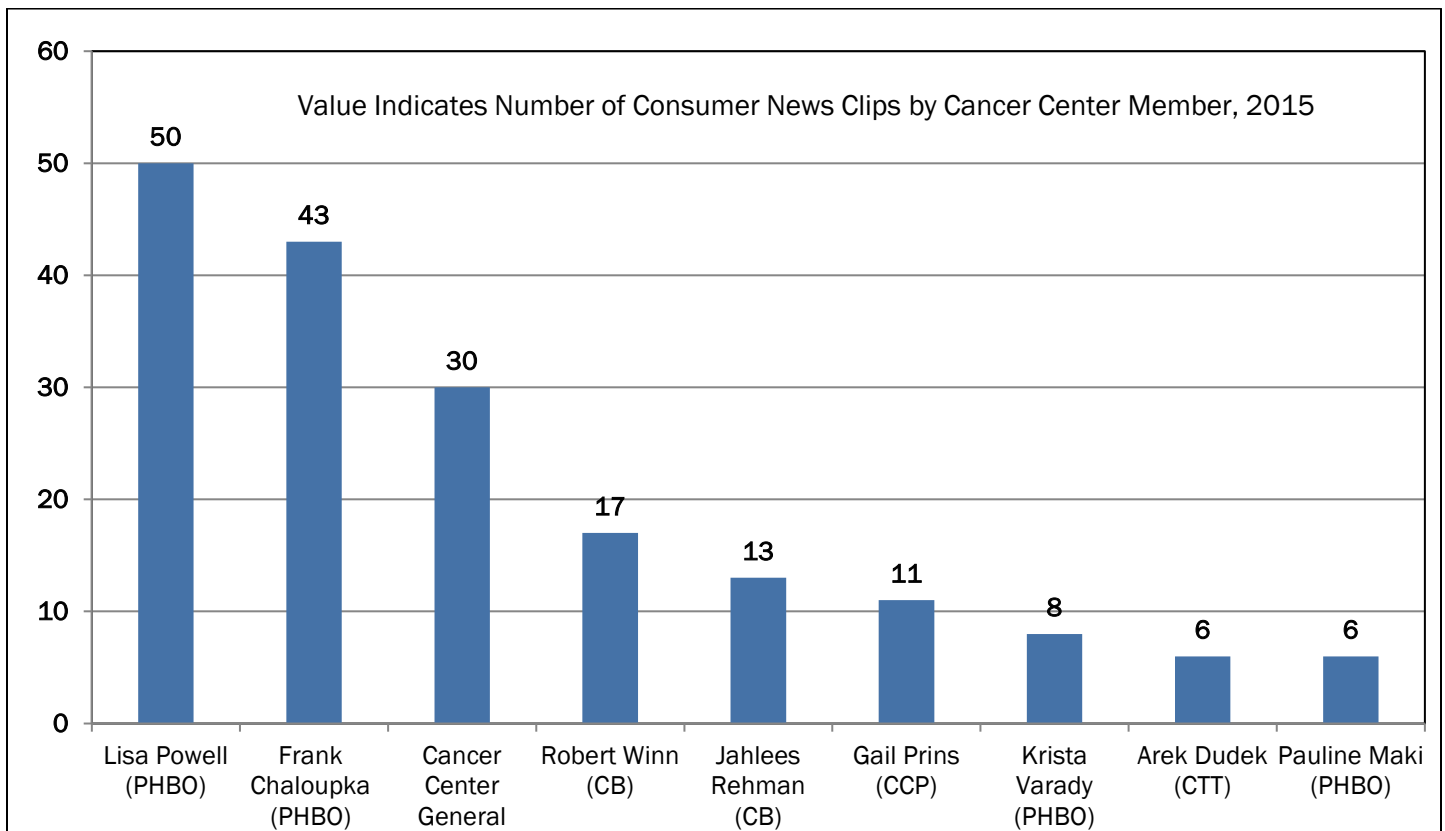
## **MEDIA DATABASE MANAGEMENT**

UICC 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.

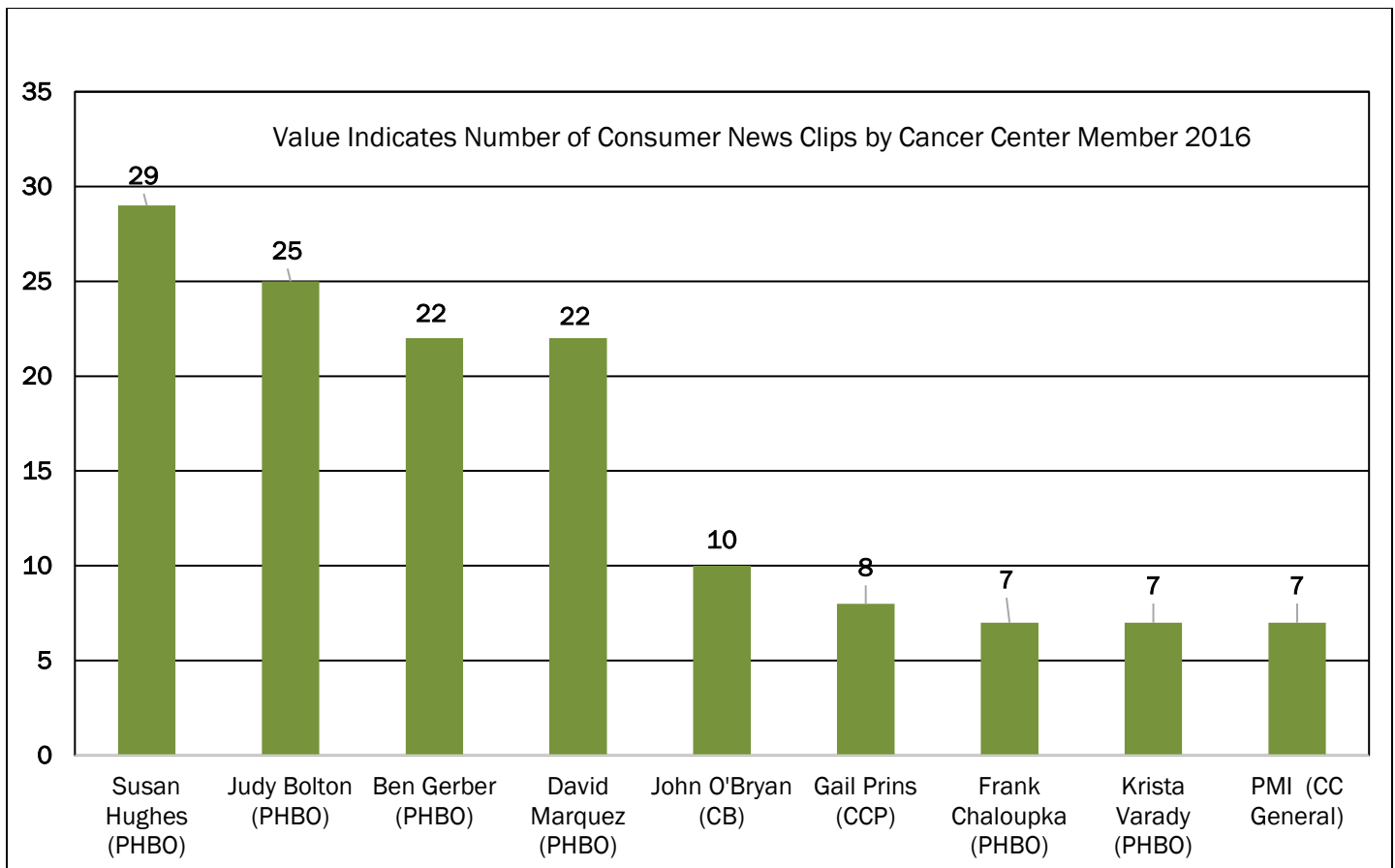
We are working with PubMed to ensure better tracking of our member publications in PubMed. The current query system through Pubmed does not accurately account for Cancer Center members with common names and/or those who have published at more than one institution. Nevertheless, the system that we do have links PubMed publications to a member’s profile on the Cancer Center website. We are also exploring options with Forte/OnCore that manage publications in a more accurate fashion and can also navigate funding that is tied to publications.

As it pertains to consumer news clips, Dawn Smith receives daily reports from the UIC News Center that compiles a package of news clips from Meltwater media monitoring service. This is a campus-provided service and has been found to be less than ideal at fully gathering all of the news that has run in each particular subject matter, however it does provide a general frequency to which of our UICC members publishes most and on which subject matters. Dawn does additional research on consumer press clips to ensure that news is not being missed. Please see **Index A** for a breakdown of the Most Consumer News Clips, by Cancer Center member, for 2015 and 2016. 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 2015 and 2016. Please note that for all Indices, accuracy has been based on the incoming information provided by PubMed and Meltwater.

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

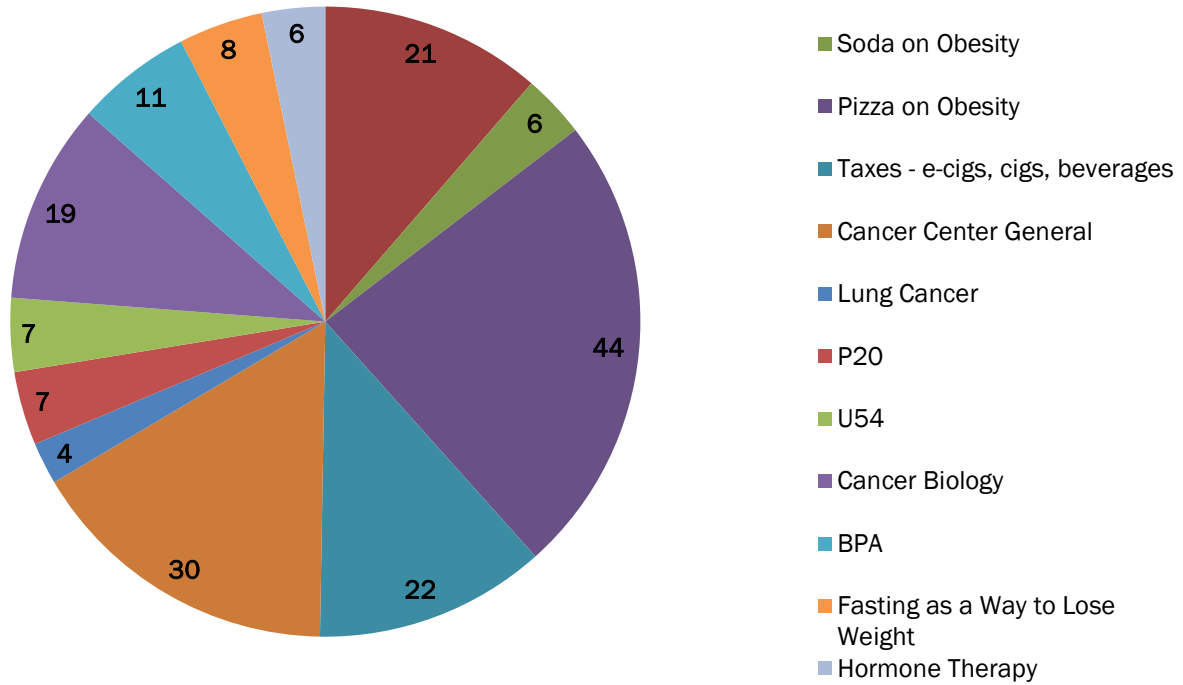


\*\* Cancer Center General refers to press that references the UI Cancer Center or UI Health and cancer-relevant happenings, information or events



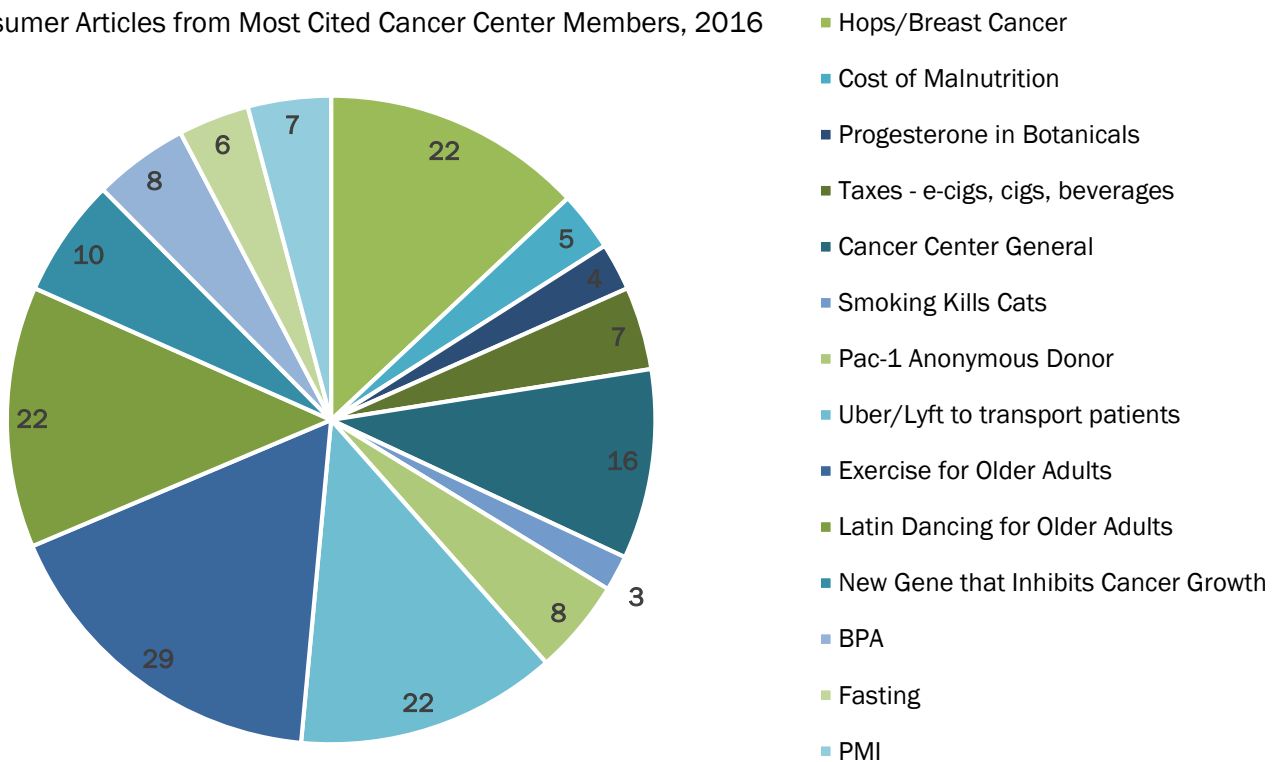
**INDEX B - NUMBER OF ARTICLES PUBLISHED, BY SUBJECT MATTER, FROM MOST CITED CC MEMBERS**

Consumer Articles from Most Cited Cancer Center Members , 2015



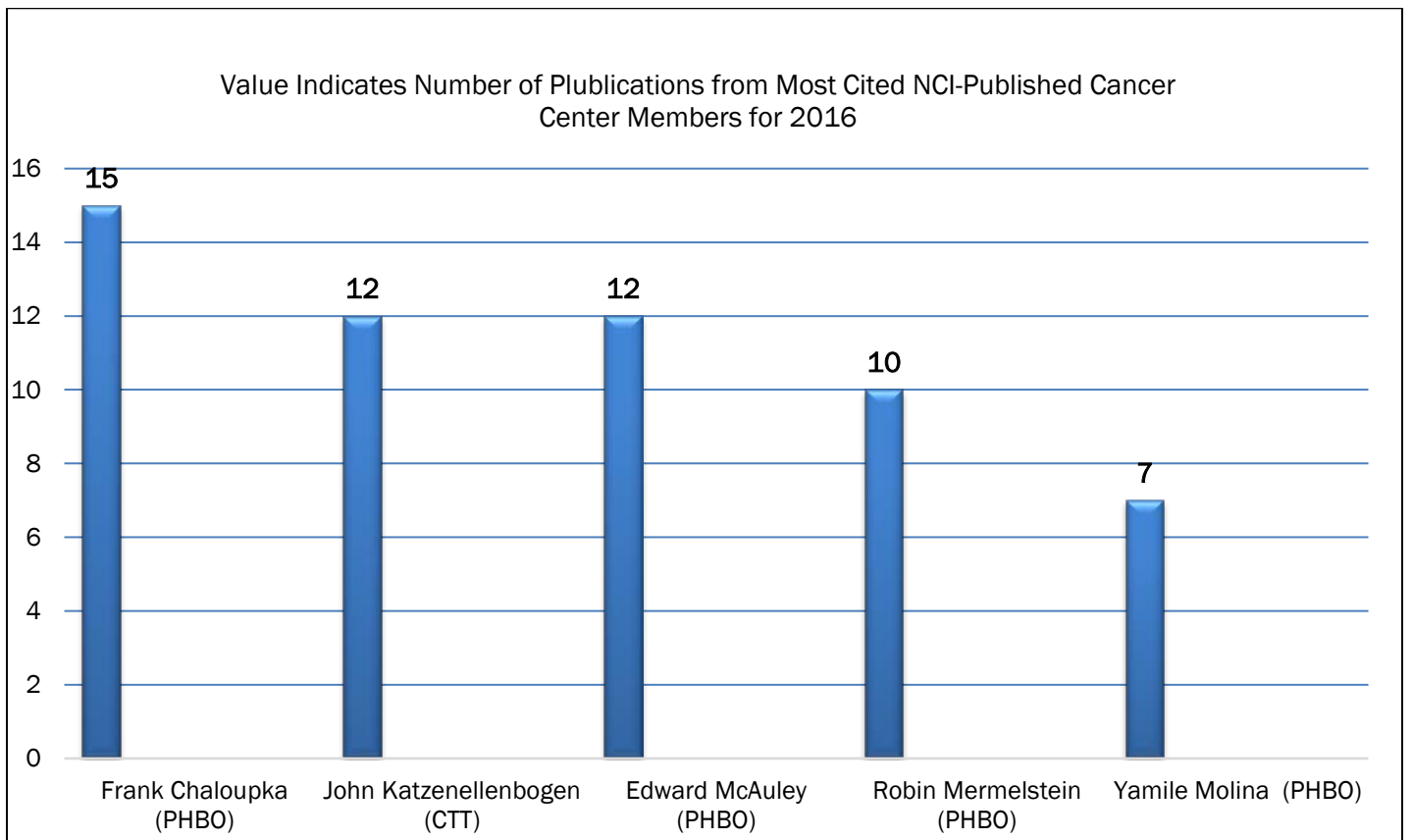
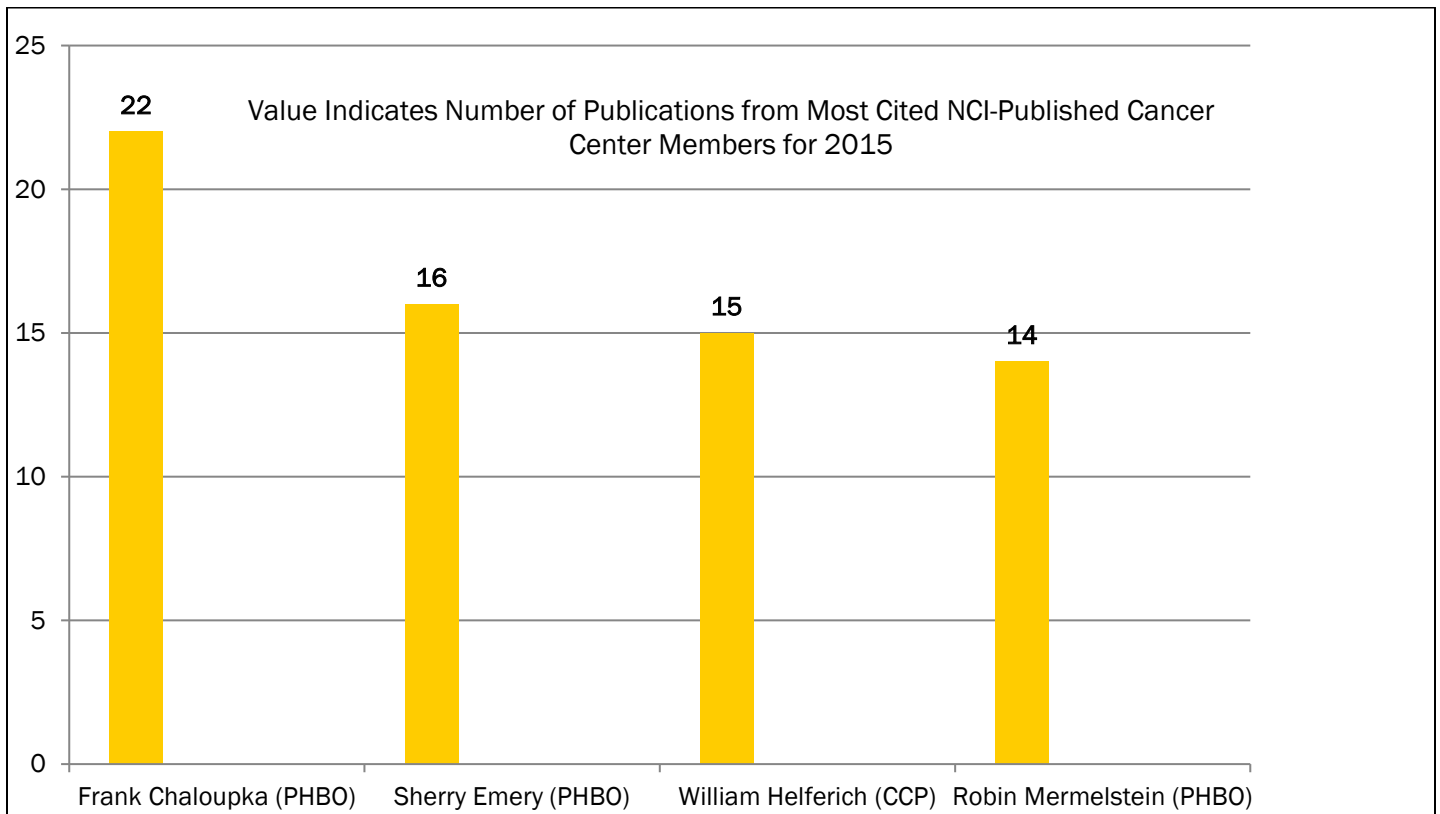
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Consumer Articles from Most Cited Cancer Center Members, 2016





## INDEX C – MOST CITED NCI-PUBLISHED CANCER CENTER MEMBERS



\*The top five published were included for 2016 because John Katzenellenbogen is on the Urbana campus, which makes him part of the UIUC Cancer Center.