

**The NIH Director's
Council of *Public Representatives* (COPR)**

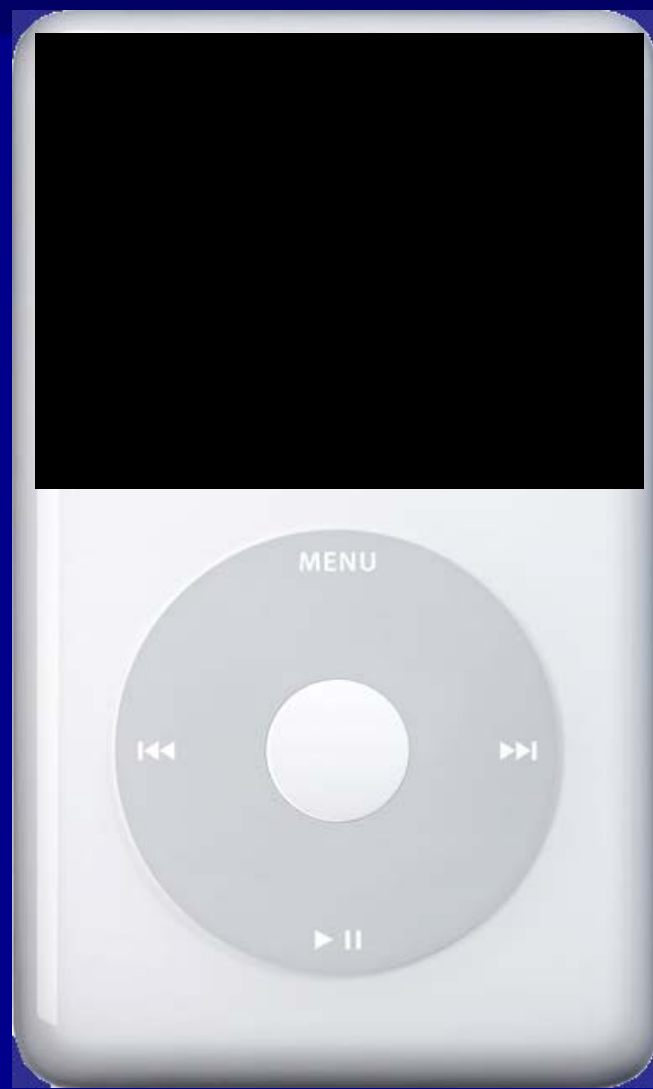
Communications Work Group

**Presentation to the Director
April 20, 2007**

Presented by Nicole Johnson and Mike Manganiello

Successes

- COPR Editorials
- NIH Ambassadors Program
- Increased visibility of NIH in the media
 - Vodcast
- Grantee Public Information Officers Network



Continued Recommendations

- Convene a roundtable of key media representatives to explore new ways to enhance NIH visibility (on camera and off camera professionals)
- Continue production of COPR editorials
- Continue to explore ways to reach youth
 - NIH Kids Web site
 - New media

New Recommendations

- Co-branding NIH with network public service programs
- YouTube videos of families and children who describe the experience or journey of coming out of disease, such as depression, that helps validate how the public feels and puts a face on NIH
- TV spots focused on children and health habits
- Phase II editorial — literature review on the value of public participation in research

New Recommendations (cont)

- Expand Discovery project
- Incentivise the media by establishing an excellence award
- FNIH collaboration