



New Jersey Association for Biomedical Research

1162 SPRINGFIELD AVENUE • MOUNTAINSIDE, NJ 07092

Announcing the

Bioscience Communications Forum --

A network for institutional/corporate communications professionals,
who manage the animal research story for internal and/or external audiences.

This Forum is being organized by NJABR as a community service.

The initial meeting of our PR/Media Forum was held on October 21 at NJABR's IACUC: The Charge & The Challenge 18. During the 3-hour session, the group shared expectations, and it was no surprise that networking and learning from the experience of others topped the list. Consequently, we are formalizing the process and invite you to extend this invitation to join the **Bioscience Communications Forum (BCF)** to the appropriate professionals in your organization.

BCF Purpose

- ✚ To build a network of professional bioscience communicators
- ✚ To share best practices, effective strategies and common messages that work
- ✚ To provide crisis support, if requested

BCF Membership

Open to professional communicators, who work for institutions that use animals for research, testing or education.

BCF First Steps

- ✚ Generate a contact list
- ✚ Create a Members-Only online listserv to facilitate communication among members of the Forum.
- ✚ Develop a plan for activating the network to help in a crisis situation.
- ✚ Organize at least 2 webinars annually on topics of interest to members.
- ✚ Identify opportunities for members to meet in person.

You are a critical link in this communications chain. Don't break it.

Reach out to the communications professionals who manage the animal research story for you and encourage them to participate in our network. Follow up to see if they have questions or concerns. Make sure your institution participates.

Don't wait for a crisis. Be proactive. Be prepared.

Jayne

For additional information, call me at 908.228-2203.