



Memorandum

Date: May 13, 2009

To: Investigators Conducting Human Research Studies at Penn State

From: Jan S. Ulbrecht, MB BS

Cc: Andrea Lazarus, PhD, CTSI Administrator
Sue Eberly, GCRC Administrator, University Park
Rebecca Jenkins, MPA, GCRC Administrator, Hershey Medical Center
Annemarie Mountz, Assistant Director of Public Information

Re: Using the Penn State Newswire for Recruiting Subjects

Penn State has a powerful means to recruit subjects for human research projects, the Penn State Newswire. Recent changes in the staffing for the office that creates and collates information to be posted on the Newswire have led to consequential changes in study recruitment announcements posting policies. The following is a summary of the current policies related to recruitment announcements for human studies:

- All announcements soliciting volunteers for Penn State studies must be first reviewed and approved by the IRB. For more information about the requirements of study announcements, contact the [Office of Research Protections](#) at UP or the [Human Subjects Protections Office](#) at the Penn State Milton S. Hershey Medical Center.
- To post an announcement on the Penn State Faculty/Staff Newswire, send an e-mail request with the IRB-approved announcement in the body of the message to live@psu.edu. Be sure to include the IRB number. While this will not appear in the story, it is needed to verify that the study does have IRB approval before the story can run. Do NOT send an attachment. Any questions about posting the announcement should be directed to live@psu.edu. General information about the Penn State Newswire may be found at <http://live.psu.edu/story/11914>.
- Announcements regarding studies being conducted at University Park (UP) will be posted on UP-only versions of the Newswire, which goes out on Mondays. These will be posted within the standard listing.
- If a study is being conducted on more than one campus (e.g. Hershey and UP), one can request that the announcement be posted on more than one version of the Newswire (e.g. both the UP-only version and the HMC-only version). To do this, in the body of the e-mail request, the researcher must state that he/she would like to post the announcement on the specific campuses' newswires, in addition to the UP-version. The researcher must also state why. The Newswire staff will then make a determination if they can accommodate the request. If all else fails, the announcement will be posted on the UP-version.
- If a study is of the type that individuals from any campus (or "virtually" anywhere) could easily participate (e.g. web-based survey), the Office is willing to consider sending it out on multiple campus Newswires. Again, one needs to state in the e-mail to live@psu.edu what is being done and how it would be most beneficial for the announcement to be posted on multiple Newswires (and state which ones are requested). Again, the Newswire staff will make a determination regarding whether they can accommodate the request and go from there.
- In addition, the stories are "tagged" in the Penn State Live database, and appear in a consolidated online listing at http://live.psu.edu/tag/study_volunteers as well as in an RSS feed at http://live.psu.edu/tagrss/study_volunteers online.