



## **Guidelines for Public Relations and Acknowledgement of The PSP Association's Funding**

The PSP Association is the leading funder of PSP research in the UK. It is essential that the name of The PSP Association should be widely known and respected nationally and internationally among the scientific community, the media, fundraisers and supporters, and the general public.

Fundraisers and supporters are encouraged in their efforts when they hear the news of achievements that are identified with The PSP Association. The PSP Association's income is derived entirely from legacies, donations and subscription fees. With increasing demands for voluntary income, potential supporters need to be sure that they are giving to an organization of some standing.

At present our income does not allow us to support all the research projects that we would like to and which could make a big difference to the lives of people with PSP. As such, it is crucial that all opportunities to promote The PSP Association are fully exploited.

These guidelines inform grant holders when and how The PSP Association expects to receive acknowledgement for its support and the best means to achieve this in the media.

### **Identifying your project as supported by The PSP Association**

#### **Publications in journals – acknowledgements**

Please acknowledge that your research has been supported by (or in part supported by) a grant from The PSP Association. This will facilitate bibliometric analyses and guarantee that The PSP Association receives due recognition for the research it funds.

#### **Presentations**

Whenever you or your colleagues are speaking about your research funded by The PSP Association you should illustrate your presentation with The PSP Association logo available to download from our website.

## **Laboratory Labels**

The PSP Association provides laminated labels bearing the name of The PSP Association, our logo and a statement about the research being funded by The PSP Association. These are for you to use when labeling laboratory doors etc.

## **The Media**

The PSP Association is the leading funder of PSP research in the UK. We include among our grant holders some of the most distinguished scientists and clinicians in the world and we are regarded as the UK representative for people with PSP. These factors make us the first port of call for journalists on the subject of PSP and PSP research. Occasionally the media face of PSP will be you. Most probably this will involve you talking about your own research, perhaps because of a recent publication or assessment which is deemed newsworthy. Alternatively, you may be asked to comment about other researchers' findings or on a report about a possible new treatment.

Please do not be reticent about talking to the media but do ensure that you acknowledge The PSP Association as the funders of your research. The PSP Association will be glad to help you with any queries you may have about interacting with the media. More often than not a request for your collaboration with national or local media will come from our Head Office in Towcester. If you are approached directly by someone from the media, please get in touch with our Head Office to ensure maximum coverage is obtained for the story or that you are advised on or protected from the occasional hostile approach.

## **Publicity from your research**

### **Manuscripts for publication**

Please send copies of all manuscripts at the point of acceptance for publication to the Director of Research at our Head Office in Towcester who will liaise with the Public Relations Team. Please ensure that you include a note about likely publication date and some indication of the significance of the work. Papers on work either wholly or partly funded by The PSP Association should be included. If important work is submitted to journals such as Nature with a rapid turn-around time, please inform us at the point that you submit your paper for publication.

The PSP Association will then draft a press release, discuss it with you and finally agree it with you. We will also liaise if necessary with your Institution's press office. The press release will be embargoed against publication of the paper.

A complete and up to date collection of research publications will allow us to gain maximum publicity and will provide a record of work achieved with The PSP Association's funding both for immediate and future use.

### **Press Conferences**

If the research has wide medical or social implications or is likely to prompt detailed questioning by journalists we will arrange a press conference either in your laboratory/hospital or, if more convenient at our office or an agreed alternative venue.

### **Talking about your research**

We hope that grant holders will be prepared to speak at meetings or conferences organized by The PSP Association. Sometimes local fundraising groups like to publicize their fundraising activities by a cheque presentation and again, researchers funded by The PSP Association can help by receiving the cheque and talking about their work.

We know that our supporters are strongly motivated by research and we hope that by increasing the number of interactions between supporter groups and researchers it will serve as a source of encouragement to our supporters, particularly in their continued efforts to raise funds for PSP research.

### **Visits by fundraisers**

Fundraising groups like to see how their money is being spent and a tour of a laboratory or clinical unit which is undertaking research funded by The PSP Association can boost their enthusiasm.

If you would like to offer a tour to either one of our fundraising groups please contact the Director of Research or the Director of Fundraising.

***Working for a world free of PSP***

The PSP Association. Registered charity 1037087