

## **PUBLICATION AND COMUNICATION COMMITTEE MINUTES**

**Tuesday 6<sup>th</sup> October 2015,**

**Venue: Palais des Congrès**

**Room: 512C**

**Time: 14.00-16.00**

**Chair:** Jacky Cahill

**Members:** Sophie Fletcher, Nina Davis

**Apologies:** Stergios Doumouchtsis, Mohamed Fahmy, Alex Wang

**Also in Attendance:** Jenny Ellis, Adrian Wagg

**1. Committee picture to be taken**

Picture taken at the meeting.

**2. Approval Rio minutes and teleconference minutes (January & March, attached)**

First SF, seconded ND.

**3. Committee Terms of Office (Attached)-expand the committee?**

JC advised in her report she asked for new members, last year the committee was on hold due to the strategy document and the changes required of the PCC. At the Trustee-Chair meeting JC was advised that she would need to reduce the committee size, which we did. But we need more people to achieve our goals so have co-opted MF on to the committee and will be requesting more members from the Board.

AW enters

AW congratulated the committee on the work achieved over the last year. The committee have a relevant role within ICS and the Board are happy for the committee to continue. AW advised the Board voted to dissolve the CPC, so there may be some projects and people from this committee that the PCC may be interested in absorbing. The board have not advised that this work will be transferred over but suggested that JC consider keeping WCW and discuss with DS.

**Action:** JC to discuss WCW with the office- should this be transferred over to the PCC?

SF confirmed she would like to renew her position on the committee.

**Action:** Office to renew SF on committee.

#### 4. Committee Terms of Reference (Attached)

JC advised that the TOR are under review by TOR Committee- the committee will review the PCC TOR following these updates.

#### 5. ICS News- E-news and Social Media

JC advised that there is a schedule of news planned for the next year- from the committees. JC has also approached Kari Tikkinen to be involved in news articles concerning early career members. JC asked AW his thoughts on increasing the size of the committee? AW would be happy for the committee to increase to a reasonable size. Groups discussed this and agreed 6 would be a good number of members.

SF discussed engagement with news articles. JE advised the office keeps track of this information.

**Action:** JE to send engagement figures for news articles to PCC.

JE advised that members do like to read the news from ICS but we need new topics and authors. JC feels information provided needs to be a personal view on scientific topic and not a regurgitation of information. AW feels that repeating a topic is still of value. SF suggested 200 word editorials on scientific publications every 2-3 e-news. SF expressed concern that we have multiple posts from one or two individuals. AW felt the committee needed to engage more people to write articles- a pool of 200 people to keep content fresh. JE advised that it will take time to build this portfolio of people. ND felt the accreditation of people's articles on the website was unnecessary. All agreed, all articles should just state from PCC.

**Action:** All news articles should credit PCC and not named person on PCC. All external authors will be credited.

ND felt we needed to clarify our positions and what we are doing. JE felt that last year was a transition year and now we can review and clarify.

ND asked for clarification on committee articles- how many/often? JC confirmed that a month had been assigned to each committee so it would be one every 11 months, these posts need to be a minimum of 250 words. ND asked how articles are selected for e-news? JC confirmed that JE selects from the published news list and tries to ensure a mix of content e.g. office news, annual meeting, committee article. This depends on the articles available.

JC confirmed that she would like SF to do editing only, so we need additional articles from other members of the committee. SF felt the previous deadlines didn't work, JE agreed, the committee have therefore decided that all PCC members need to submit an article by 30<sup>th</sup> of every month. These will be edited by Sophie and then the office will post throughout the following month, ensuring regular content is available on the website. JC advised she would produce ad-hoc committee/patient focused posts, as she is unable to write scientific content. ND would like to have a co-opted Ethics committee member on the PCC, to produce Ethics related articles. JE didn't feel this should be a co-opted position, all agreed. JE suggested setting up a schedule, like the education committee, so that regular content is submitted by the committee.

**Action: JE to send ND an example schedule for news stories.**

JC asked members to email JE any social media content that would be of interest to the members.

**Action: All email social media content to JE.**

#### **6. Discuss infographics on illustrations**

JC suggested that the committee make infographics for doctors to use on common names for the pelvic floor- US/UK version of terms. SF advised that IUGA do this very well. They are on a tearaway sheet that patients can take away with them. IUGA sell these so it could be a good income generation idea. Alternatively we could allocate a set amount to members as part of the membership fee. JE advised a business case would be required for the Board to approve before proceeding. The group discussed whether an app would be appropriate, all agree it would be useful. JE advised this is very costly, suggested researching whether this would be of interest to the members. A questionnaire could be submitted to all members to obtain feedback.

**Action: JC to prepare a questionnaire on infographic- paper and app and submit to the office. The office will email this out to the membership.**

#### **7. Factsheets**

ND thanked JE for her assistance chasing members for their updates. JC thanked ND for updating the fact sheets- it is a big job. ND advised that we should review these once every 5 years, this would be in line with the SSC terminology document review. ND asked if the updated version is on the website? JE advised she would check and update if required.

**Action: JE to check if updated version of fact sheets are online, if not update.**

**8. AOB**

No other business, JC thanked everyone for attending.

**Ends**



## **PUBLICATION AND COMMUNICATION COMMITTEE AGENDA**

**Tuesday 6<sup>th</sup> October 2015,**

**Venue: Palais des Congrès**

**Room: 512C**

**Time: 14.00-16.00**

**Chair:** Jacky Cahill

**Members:** Sophie Fletcher, Nina Davis

**Apologies:** Stergios Doumouchtsis, Mohamed Fahmy

**Also in Attendance:** Jenny Ellis

1. Committee picture to be taken
2. Approval Rio minutes and teleconference minutes (January & March, attached)
3. Committee Terms of Office (Attached)-expand the committee?
4. Committee Terms of Reference (Attached)
5. ICS News- E-news and Social Media
6. Discuss infographics on illustrations
7. Factsheets
8. AOB

## **PCC Teleconference 14<sup>th</sup> January 2014 Minutes**

**Participants:** Jacky Cahill (Chair), Sophie Fletcher, Stergios Doumouchtsis, Gregorz Surkont and Jenny Ellis.

**Apologies:** Nina Davies

### **1. Update on changes to PCC from Chair**

JC thanked everyone for staying on the committee and the new roles that you will be having. The Trustees decided to restrict the numbers to 3 JC requested 4 to cover the international areas- SF & SF North America, SD- England, GS Europe. Board agreed that this was okay. Nina will be reviewing the fact sheets. We are still responsible for overseeing the communications, office doing a lot of the work but need assistance with the scientific articles. We are no longer publishing the magazine this is moving to e-news. We are in a unique position to change the communications to the membership, to change things and improve scientific communication output. JC asked if anyone had any views of changes- everyone happy with changes proposed. GD need trustee's clarity of expectations of committee.

### **2. E-news:**

JC advised we will trial for 6 weeks and then see what/if anything needs to change.

#### **a) New format (see attached PDF Draft from Roger)**

All members happy with this information.

#### **b) Guidelines (see attached word document)**

Review before preparing the documents.

#### **c) Schedule (see attached spreadsheet)**

All members need to submit 1 article and 2 social media posts on their week.

#### **d) Discussion**

Each member provides 1 scientific article or more to SF with a small review written and then she will edit this and send to office. Also 2 articles which would be good for social media. This is on a rota basis- please see attached schedule. As Nina is looking after the fact sheets she will not be assisting in the schedule but will provide ad-hoc information. JC will do committee based articles on her week. SD asked what types of articles? JC innovative news. SD advised that we need clarity from Board on this e.g. is it just articles about the ICS journal articles or open to everything, who decides what comes out? JC advised that Sophie will select the articles. GS asked if we send one every week? JC yes, see schedule. Deadline is Friday of their week, Sophie then has up to Tuesday to make the final decision and pass this to the office to add online.

3. **Social media**

**a) Guidelines (see attached word document)**

Please refer to these when selecting the posts.

**b) Information required**

JE advised office does not know if articles are controversial or poor science and need members to review and advise whether this is suitable.

**c) Discussion**

Discussed what information is required from members.

4. **AOB**

JC asked everyone to think of novel ways to engage the members, make the communication more personal and interesting for the members. SD felt that the sky was the limit for what we can do. JC suggested call in 6-8 weeks, all agreed. JC thanked everyone for attending.

**Call Ends**

**From:** Roger Blackmore - ICS Office  
**Sent:** 12 January 2015 12:11  
**To:** Jenny Ellis  
**Cc:** Dominic A. Turner - ICS Office  
**Subject:** FW: [Test] ICS E News



International Continence Society  
12th January 2015

[View this email in your browser](#)



## Abstract Centre Now Open

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Abstract submissions are now being taken for ICS 2014, Montreal. Categories for submission include: Anatomy / Biomechanics, Anorectal Dysfunction, Basic Science, Geriatrics, Imaging, LUTS in Women...

[Register now](#)



## Is Oxytocin a Player in Antidiuresis?

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The nonpeptide hormone oxytocin does not receive much thought from the renal community compared with its colleague, vasopressin. These two hormones display close similarities...

[Read more](#)





## Committee Vacancies – 3 Weeks Left to Apply

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The full list of committee, chair and Trustee positions that are open for application are detailed in this article. There are plenty of positions to apply for; the deadline for all applications is 1st April 2014

[Read more](#)



**Adrian Wagg**  
ICS General Secretary

**International Continence Society**



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MailChimp

### New e-news 2015

- The ICS office is planning on using [MailChimp](#) for e-news going forward but this requires some work and development by the IT team, so there is a slight delay in moving over to this new software. Mailchimp will provide a much more reliable service to a larger audience than we currently achieve. It also does a great job of rendering on smartphones (See attached screen grab of the same received on iPhone below).
- Roger is working on some e-news guideline for the committee e.g. how many articles, style etc.
- We will need 1 scientific feature per e-news (roughly every 2 weeks)
- Sophie/Committee members can submit as many articles as they like and as often as they like- the office will save these on our system and add them to each e-news. The office will discuss with Sophie which articles are a priority and we will mark them as such.
- The scientific news article should be supplied in plain text format. Any further editing can be done by the person inputting the text to ics.org **Please include a headline for this story.**
- Roger will provide the news image following our brand guidelines unless a specific image must be used.
- The office will upload the article to the news page on the website and we will link the e-news article to this online article for full details.
- News articles should be a minimum of 250 words. Links to additional information should be provided e.g. press releases, company websites, white papers etc. Add as many links as you think is appropriate to the story!

## News and social media schedule 2015

**Required:** Each committee member, for the week they are assigned, are required to prepare 1 news article and 2 social media posts/links.

Draft articles need to be sent to Sophie Fletcher to review, CC Jenny. Social media posts/links need to be sent to Jenny at the office.

**Please note** that the member on duty may be asked to respond to urgent social media queries/responses- please could you respond asap to these requests.

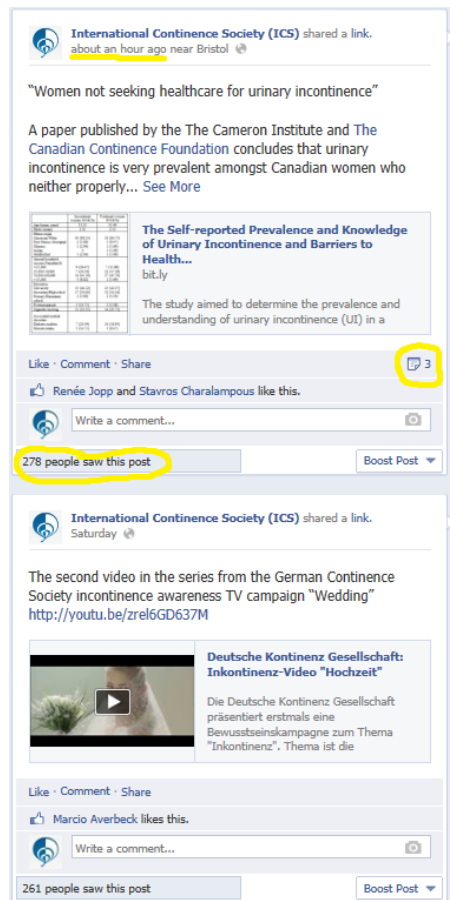
Week Commencing	Committee Member	Article Received	Social media post 1	Social media post 1
19th January	Sophie Fletcher			
26th January	Jacky Cahill			
2nd February	Stergios Doumouchtsis			
9th February	Gregorz Surkont			
16th February	Sophie Fletcher			
23rd February	Jacky Cahill			
2nd March	Stergios Doumouchtsis			
9th March	Gregorz Surkont			
16th March	Sophie Fletcher			
23rd March	Jacky Cahill			
30th March	Stergios Doumouchtsis			
6th April	Gregorz Surkont			
13th April	Sophie Fletcher			
20th April	Jacky Cahill			
27th April	Stergios Doumouchtsis			
4th May	Gregorz Surkont			
11th May	Sophie Fletcher			
18th May	Jacky Cahill			
25th May	Stergios Doumouchtsis			
1st June	Gregorz Surkont			
8th June	Sophie Fletcher			
15th June	Jacky Cahill			
22nd June	Stergios Doumouchtsis			
29th June	Gregorz Surkont			
6th July	Sophie Fletcher			
13th July	Jacky Cahill			
20th July	Stergios Doumouchtsis			
27th July	Gregorz Surkont			
3rd August	Sophie Fletcher			
10th August	Jacky Cahill			
17th August	Stergios Doumouchtsis			
24th August	Gregorz Surkont			
31st August	Sophie Fletcher			
7th September	Jacky Cahill			
14th September	Stergios Doumouchtsis			
21st September	Gregorz Surkont			
28th September	Sophie Fletcher			
5th October	Jacky Cahill			
12th October	Stergios Doumouchtsis			
19th October	Gregorz Surkont			
26th October	Sophie Fletcher			
2nd November	Jacky Cahill			
9th November	Stergios Doumouchtsis			
16th November	Gregorz Surkont			
23rd November	Sophie Fletcher			
30th November	Jacky Cahill			
7th December	Stergios Doumouchtsis			
14th December	Gregorz Surkont			
21st December	Sophie Fletcher			

## ICS Social Media Guidelines

The ICS is now heavily engaged in social media activities to better engage with the membership and to extend our reach to potential new members and further the aims of the ICS charitable objectives.

- 1) Do not bring the ICS into disrepute. We want the posts to start a discussion but not cause controversy that will adversely affect the image of ICS.
- 2) Careful consideration should be given to the tone of the message remembering who our main followers are.
- 3) Do not post photos, videos or other media on any Social Media sites without the consent of all those exhibited in such media.
- 4) Confidentiality-It is the responsibility of ICS to ensure that no one is contravening the doctor/patient confidentiality if they are discussing a case. While discussion about patients and clinical experiences amongst colleagues online can have both educational and professional benefit, informal discussion about patients on public internet forums should be avoided. If ICS staffs believe that confidentiality has been broken then the post will be removed.
- 5) Do not post any material on any Social Media sites which would violate the copyright or trademark rights of others.

The overall aim of the ICS facebook page and other social media profiles is to get people to like and share items so that they receive the content with their own timelines. We need the PCC members to send us links to news articles/white papers. See the below example from Jacky that received 278 views and 3 re-posts in 1 hour!



## ICS Enews Mailings Guidelines

Three news stories in each mailing:

- 2 x ICS Office news stories
- 1 x Scientific news story

Each news story is composed of:

- Image (Same as news article on ics.org)
- Headline (Same as news article on ics.org)
- Preview text (first 25 words from news article on ics.org)
- Link (link to news article on ics.org)

Signature section:

- From General Secretary
- Links to ICS social media
- Unsubscribe links

From time to time we will send a single message mailer for a big announcement; a slightly different email template will be used for these.

## **PCC Meeting 28<sup>th</sup> March 2015 Minutes**

**Attendees:** Jacky Cahill (Chair), Gregorz Surkont, Stergios Doumouchtsis

**Apologies:** Nina Davis, Alex Wang, Sophie Fletcher

**Also in Attendance:** Jenny Ellis

### **1. Article Criteria**

JC points raised by SF regarding article criteria e.g. new science, book reviews etc. JC clarified that everyone was now clear on criteria? GS 1<sup>st</sup> article there was an issue as information submitted was old, but the initial criteria wasn't clear and I thought the article was important,. JC confirmed that the content needs to be new data. SD stated that the committees needs to highlight to the Board that we are encouraging people to come to website rather than pubmed. SD felt that it would be nice to have more representation on the committee on urology side and coloproctology, the communication need to be inclusive as possible. JC agreed and asked whether SD was proposing putting roles into place? SD felt that goes without saying that we can't write about areas we are not focused on/specialists in. JC agreed, we must not forget nurses and PT's, SD agreed. JC advised that she had been contacting patient organisations and all committees to request that they produce articles, so there is a range e.g. Suzy's FGM article.

JE explained length of article require- there is no word limit as such we just need it to be as long as the picture on the news page.

SD found the schedule difficult with other work commitments and asked the other members their thoughts on this? JC asked whether it would be easier to write shorter 100 word pieces and have flexible schedules. GS agreed that flexible working would be better but wasn't sure if this would be possible? GS & SD think that this changes the requirements, length will make the articles a critical review, not a research analysis.

### **2. Schedule – working or not? Suggestions**

JC advised that we currently work on e-news going out every other week, so we need content from committee members to go in e-news. All felt that this was difficult and agreed to change to 30<sup>th</sup> of each month deadline. JC advised that we would also change the wording to 200 words max and requested that everyone write short pieces and send to Sophie. JC confirmed that we would trial this and see if it works better. JC advised that Nina is working on fact sheets review at the moment, so we should have the final version soon. Once that has finished she will join in the article submission. JC advised that she has written an obituary regarding Mario Gomes, on behalf of the committee, which will be online soon.

### **3. Further content**

JC asked if anyone had any other points to raise? JE advised that the board are very happy with content and noted that the committee are doing a good job with the changes to the committee.

### **4. General discussion**

SD felt that the committee needs to reach out to international specialist who are not involved in the work of the ICS. But asked how we go beyond the membership e.g. FIGO,

MIPS, national societies. How can ICS assist them? How do we make it more relevant to these organisations e.g. annual activity, to external societies. JC advised that she has already contacted affiliated societies to see if they would like to be involved in communications/articles. SD felt that there are societies out there that need ICS guidance and we should assist them. JC advised that this takes place under the education committee- we would therefore need to speak to Ervin, in Montreal regarding this. Everyone thought that this would be useful and a conversation should take place in Montreal. JC advised that she would look into this and the committee would discuss further in Montreal.

#### **5. Social Media Team – Stelios**

SD feels that the committee need to make the ICS news more interactive. Suggestions were,, journal club/schedule of general club sessions organised by Twitter. Everyone thought that this was a great idea! The committee thought that a presentation would need to go online to get people to join the discussion online. JE think it's a good idea and will talk to IT team and contact SD to discuss further. JC informed the committee members that any social media articles/news should be sent to Jenny. We are looking for a range of items that can go on Twitter/Facebook/LinkedIn etc. Please do send any suggestions to Jenny. JC asked JE how social media was doing? JE advised that there has been increased usage and re-tweets. JE will look into figures and confirm.

JC asked the members is they had any other points? The committee felt it would be good to have more members. JC advised that she was compiling a report for trustees, due Monday, advising that we need more people, so we will ask for more members. JC has already emailed Kari Tikkinen inviting him to co-opt on to the committee but she is waiting for a response. No other news from members.

JC asked the members when they would like the next call? Committee members felt that a call before IUGA would be useful, then we can discuss on the phone and finalise at the IUGA meeting. JE to arrange a call beginning of June.

**Call Ends**

**PCC Terms of Office**

Member	Role	Term Start	Term End	Term Yrs	Elected	Term details	Additional Information
Jackeline Cahill	Chair	29-Aug-13	15-Sep-16	3	Y	3 year term will finish in 2016- can renew once by formal election	
Mohamed Fahmy	Co-opted	10-Sep-15	15-Sep-16	1	N	Co-opted position	
Sophie Fletcher	Committee Member	29-Aug-13	15-Sep-16	3	N	3 year term will finish in 2016- can renew once	
Grzegorz Surkont	Committee Member	29-Aug-13	15-Sep-16	3	N	3 year term will finish in 2016- can renew once	Stepped down before Montreal
Nina Davis	Committee Member	01-Sep-11	14-Sep-17	6	N	6 year term will finish 2017 - cannot renew	
Stelios (Stergios) Doumouchtsis	Committee Member	18-Oct-12	25-Oct-18	6	N	6 year term will finish is 2018- CANNOT RENEW	
Alex Wang	Ex-officio	25-Feb-15	18-Oct-15	1	N	Ex-officio	

**Nominations 2016**

Jacky will need to re-apply for the Chair position and therefore needs to confirm her intentions in Montreal. Please note any member can also apply for the position- which would go to a member vote.

Sophie will need to confirm whether she wishes to renew in Montreal.

Key	
Colour	Meaning
	Stepping down in Montreal
	Stepping down in Tokyo
	Elect position- will need to re-apply
	Will need to confirm if renewing/ positions will need to be advertised after Montreal
	New member/position
	No action



## ICS Publications and Communications Committee Terms of Reference

**1. PURPOSE:** To ensure timely and effective communication of ICS information and the latest developments both to the membership and between the ICS and the larger community. Overall the publications Committee develops a long-term ICS publications and public relations plan, contributes to and approves ICS News, advises on a Press Office, Public Relations, Congress Newsletter and develops Fact Sheets.

**2. FUNCTIONS:**

- Publication of the bimonthly ICS E-News, which is available to membership and general public
- Oversight and input to E-News sent regularly by the ICS Office on behalf of the Trustees to the membership
- E-News Editor is PCC member
- Assistance in scientific content for ICS social media platforms
- Organise press affairs, (on country per country basis), and the Congress Newsletter for the ICS annual meeting. Work in collaboration with the ICS office and local organising committee to define general policies and consult on Press affairs and Public Relations for the ICS.
- Maintain current and accurate Fact Sheets used to communicate with the Press and the public.
- Promote ICS at large annual meetings such as the AUA or EAU and in Neurourology & Urodynamics.

**3. RESPONSIBLE TO:** ICS Board of Trustees and ICS General Secretary

**4. COMPOSITION:**

Total Members	Method of Appointment	Name	Term of Office
<b>General Secretary</b>	Ex officio		3 years
<b>Chair:</b>	Elected. A member must sign his/her agreement to stand. This nomination is signed by nominator and seconder, all being ICS members. The Chair would normally have served as a committee member, either current or in the past. Nominations received by April 1st as advertised. Voting regulations as stated.	<a href="#">See Membership Page</a>	3 years, renewable once by formal election
Membership	All members of ICS committees must be active ICS members (paid for current membership year) (By-law 2.3.2) and have completed a disclosure form. Committee members must be active participants and	<a href="#">See Membership Page</a>	3 years, renewable once by Chair/committee approval. Further terms could be

	attend at least one meeting a year.		approved in exceptional circumstances and by referral to the ICS Trustees.
Subcommittees (if any)			
Updated January 2015			

- 5. MEETINGS:** Two face-to-face meetings, one during the Annual Scientific meeting and another mid-term meeting; other deliberations normally by email.
- 6. QUORUM:** One third of committee membership plus one. For example, a committee of ten will have a quorum of four members.
- 7. MINUTES:** Minutes are recorded at each meeting and posted on the ICS and CPC website in accordance to 2009 ICS Bylaw 6.1-6.4).
- 8. REPORTING & ROLES:** The Chair of each committee is required to prepare an annual report to the Board of Trustees outlining achieved goals/budget requests and future objectives and strategies. The Chair is also required to be present at the Annual General Meeting should the membership have any questions over committee activities.

The committee Chair is also responsible for submitting an interim report to the Board of Trustees' mid-term meeting. The date that this report will be required will be given in advance each year.

For Terms of Office Information please see [Membership Page](#)