



## Critical Materials Institute

AN ENERGY INNOVATION HUB

### Issuing Press Releases

With multiple partners participating in a wide range of research, the Critical Materials Institute expects to generate a wealth of media content, and we would like to leverage any media attention to the best benefit of the Department of Energy, the research hub, and all of its partners. When issuing a news release, please follow the procedure below. This will ensure that we share media opportunities among CMI partners.

#### Content

Press releases and other media statements should be informative and tailored to the intended audience, and they must avoid prematurely disclosing any valuable intellectual property. The issuing organization takes the primary responsibility for assuring IP protection through its internal review process.

All CMI-related press releases should include the following “boilerplate” statement, usually at the end:

The [Critical Materials Institute](#) is an Energy Innovation Hub led by the U.S. Department of Energy’s Ames Laboratory, and it seeks ways to eliminate and reduce reliance on rare-earth metals and other materials critical to the success of clean energy technologies. DOE [Energy Innovation Hubs](#) are integrated research centers that bring together scientists and engineers from many different institutions and technical backgrounds to accelerate scientific discovery in areas vital to U.S. energy security.

#### Process

1. The communications lead in the CMI partner organization responsible for an upcoming news release is asked to notify the Ames Laboratory communications lead (Laura Millsaps, [millsaps@ameslab.gov](mailto:millsaps@ameslab.gov), 515-294-3474) as early as possible with details on the news release and when it is expected to be issued.
2. The communications lead issuing the news release will conduct all internal reviews and gain final approval within his or her organization.
3. The communications lead issuing the news release will then submit the internally approved news release to the CMI communications lead for review by the CMI director.
- 4a. If the news release is to be issued by one of the CMI partners that is a national laboratory, the communications lead issuing the news release will submit it to the Department of Energy using the procedure for clearance established by DOE Public Affairs.

- 4b. Because the CMI is a Department of Energy funded institution, the DOE is available to review the content of press releases from university or industry partners, but DOE review is not required. If DOE review is required or recommended by the CMI director, the Ames Laboratory communications lead will submit it to the Department of Energy for its approval. This process takes one to two business days.
5. Once approved, the communications lead issuing the news release is asked to distribute it to the communications leads at all CMI partner organizations with the date and time it is intended to be issued.
6. The communications lead issuing the news release then distributes the news release to media through their usual channels.
7. Once the news release is issued, the communications lead issuing it puts it on their website and the Ames Laboratory communications lead puts the news release on the CMI website.
8. Once issued, all partners and the Department of Energy may put the news release on their websites and use it in social media.

December 23, 2013