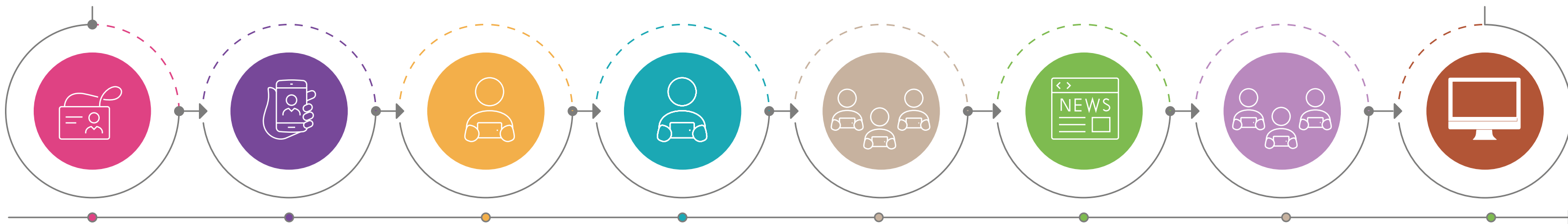


Media Clearance Flow Chart



Step 1

A media reporter, writer, or producer interested in VA research contacts a researcher or other VA employee to request information or an interview.

Step 2

The researcher/employee immediately refers the query to the local VA public affairs officer, with an optional email or cc to VA Research Communications (VAResearchMedia@va.gov).

Step 3

The local PAO, using the template from [VA Handbook 8500](#), forwards the query to VISN Public Affairs for approval, with an optional email or cc to VA Research Communications. Upon approval, the VISN PAO sends the query to the regional Office of Public Affairs (OPA).

Step 4

The regional OPA either approves the request (e.g., if only a local news outlet is involved) or forwards it to the national Office of Public and Intergovernmental Affairs (OPIA). In either case, regional OPA includes VISN Public Affairs, VHA Communications (VHAC010B2BMedia@va.gov), and VAResearchMedia@va.gov in the correspondence.

Step 5

OPIA shares the request with VHA Communications for input, which in turn shares it with VA Research Communications. Based on recommendations from VHA Communications and VA Research Communications and other input, OPIA determines whether to approve the request.

Step 6

National OPIA notifies all offices involved of its decision (including VHA Communications, VA Research Communications, VISN Public Affairs, regional OPA, and the local PAO).

Step 7

The appropriate offices (VHA Communications, VISN Public Affairs, regional OPA, and/or local PAO) work with VA Research Communications and the researcher to answer the questions provided or arrange an interview, or to otherwise provide a status update to the media party.

Step 8

If answers are provided via email or a phone or in-person interview takes place, the researcher or a designee uses the [PubTracker](#) portal to provide details of the media contact, per [VHA Directive 1200.19](#).