A reporter interested in ORD work contacts a researcher or other VA employee.

The researcher/employee immediately advises the reporter to refer all questions to the local VA public affairs officer (PAO), and at the same time sends the request to ORD Communications (via VAResearchMedia@va.gov) and the PAO.

ORD Communications and the PAO assess the request and recommend approval to VHA Communications, or forward any concerns.

VHA Communications assesses the request and recommends approval to the VA Office of Public and Intergovernmental Affairs (OPIA), or forwards any concerns.

OPIA assesses the request and makes a determination. Upon approval, VHA Communications will work with ORD Communications and the local PAO to coordinate with the investigator or other research personnel on providing the reporter a timely response.

Once a phone or email interview is approved and scheduled, the researcher or a designee uses the PubTracker portal to provide details about the media contact, per VHA Directive 1200.19.