



Master of Population Health Sciences

M19-570 Communicating Research Findings to the Media and Lay Audiences Winter 2018

Instructor: Katy Henke, Media and Marketing Administrator, Division of Public Health Sciences

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Office Hours: By appointment

Course Meetings: January 8-12, 2018, from 8 a.m. to 12 p.m. each day.

Please note that students will be assigned to a small group and will not need to be present each day for the entire duration of class.

Course Location: Martha Eliot Small Conference Room 2129, Taylor Avenue Building, WUSM campus

Course Credit: 1 credit hour

Class Size: Limited to eight students

Course Description and Objectives:

Understanding how to communicate research findings and key messages to the media and lay audience is necessary for clinicians and researchers. This one-hour credit course will address the different mediums that can be used to disseminate research, some of the barriers to dissemination, and tips for working with the media. Course discussion and activities will also analyze current media training at Washington University School of Medicine. Participants will leave this week long course with the skills, techniques, and confidence needed to give successful, engaging interviews and presentations related to their professional research. Participants will learn how to prepare for interviews, tips for during the interview and follow up questions for multiple interview formats (television, radio, telephone, etc.), and will be critiqued on media training skills.

This class is *pass/fail only*. Evaluation will be based upon participation and completed assignments. Evaluation will also consider how well the student has learned material and grown when giving mock interviews. Course work will include class assignments, activities and discussion, guest speakers, and presentations.

Course Competencies:

1. Develop an understanding of the relationship between reporter and clinician, including the motivation and expectations of the reporter. Know the reporter's purpose and goal in disseminating research findings.
2. Understand and demonstrate the basic skill set needed for successful interviews, including both nonverbal (body language, hand gestures, eye contact, etc.) and verbal communication (inflection, pitch, pace, etc.) techniques.

3. Be able to identify and show improvement of media techniques, including reinforcing key messages, handling off-topic and/or negative questions, and more. Learn to give engaging interviews in multiple media formats.
4. Understand the importance of communicating research findings to a general audience using lay language including dissemination through social media outlets. Demonstrate the ability to use lay language for complex research findings.
5. Understand and know how to utilize resources provided at academic institutions, such as media public relations staff.

Student Responsibilities:

It is the student's responsibility to come to each class on time with all assignments completed. Students will be evaluated on their class participation and discussions, therefore, any student who misses two or more class period without advanced permission will receive an automatic fail. If you know you will miss a class, you must contact the instructor ahead of time to plan to make up assignments. Please silence any electronic devices during scheduled class time.

Course Schedule:

Date	Topic
Monday, Jan. 8 8 a.m. – 12 p.m.	Presentation and Discussion: <i>Why Media Training, and Developing Your Media Strategy (tips and tricks of the trade)</i> Impromptu speaking exercise Students 1 & 2 group session Note: Please come to class prepared with two medical/health research topics to use throughout the course in mock interviews and exercises.
Tuesday, Jan. 9 8 a.m. – 12 p.m.	Review assignment #1 Presentation and discussion: <i>Effective, Engaging Verbal and Nonverbal Communication</i> Students 3 & 4 session
Wednesday, Jan. 10 8 a.m. – 12 p.m.	Review assignment #2 9 a.m.: Guest Lecture <i>Working with Media Relations</i> – Judy Martin, Director of Media Relations, WUSM <i>Working with Reporters</i> – Elizabeth Durando, Senior Medical Writer, WUSM Students 5 & 6 group session
Thursday, Jan. 11 8 a.m. – 12 p.m.	Continue review of assignment #2 9 a.m.: Guest Lecture: <i>Communicating Beyond the Journal Article</i> Amy Suiter, Scholarly Publishing Librarian, WUSM Mychal Voorhees, Health Literacy and Community Outreach Coordinator, WUSM Students 7 & 8 group sessions
Friday, Jan. 12 8 a.m. – 12 p.m.	Class Discussion: <i>Social Media for Clinicians</i> (Review assignment #3) Final Exercise: <i>Progress in Interviewing</i> Course Questions and Evaluations

WUSM Mental Health Services:

Mental Health Services are available for full-time students enrolled on the Medical School campus. Students can self-refer to a counselor (phone: 314-362-2404, Option # 1 or Option # 2); or make an appointment with Dr. Karen Winters through Student Health Services (SHS), telephone: 314-362-3523, and follow the prompts.

There are also contractual mental health service providers who are available off-campus. More information regarding this coverage and a list of participating providers are accessible via: <https://wusmhealth.wustl.edu/> and then clicking on Students and scrolling down to Mental Health Information <https://wusmhealth.wustl.edu/students/mental-health-information/>. Please do not hesitate to reach out to Dr. Winters, 314-362-3523, or to any of our off-campus providers <https://wusmhealth.wustl.edu/>.

For additional student resources, please contact Joyce Linn, MPHS coordinator, at linnj@wustl.edu or 314-362-5501, or review the MPHS student handbook.