M19-570 Communicating Research Findings to the Media and Lay Audiences
Winter 2016

Instructor: Amy Ostendorf, Media & Communications Consultant
Phone: (319) 541-2890
Email: ostendorfa@wustl.edu
Office Hours: By arrangement

Course Meetings: January 11-15, 2016, from 8 a.m. to noon (note: please see class calendar section below; each student will be assigned a small group or individual session schedule; students will not need to be in class the entire time)
Course Location: Martha Eliot Small Conference Room 2129, Taylor Avenue Building
Course Credit: 1 credit hour
Class Size: Limited to six students

Course Description: A critical step in the dissemination of population-level clinical research is communicating research findings and key messages to the media and lay audiences. With conflicting messages coming from advocacy groups and others, the burden falls on the clinician-researcher to distill complex information, dispel misinformation, and tell a compelling story that resonates with the audience. The course will equip students with the skills, technique, experience and confidence needed to give successful, engaging media interviews and presentations related to the publication of research and expertise-specific topics. Through critique, tape and review exercises, class discussion, and guest speakers, students will learn all the facets that make an interview or presentation successful, including nonverbal communication and delivery skills (body language and vocal interpretation), content and messaging, and navigating interactions with the media. The instructor will evaluate each student’s skill set and create a working skills inventory on which the student will build throughout the course in a series of on-camera experiences.

Course Evaluation: This class is pass/fail only and evaluation will be based on: participation and discussion during course presentations and guest speakers; participation and ability to show moderate improvement in class exercises; completed assignments.

Course Competencies:

1. Develop an understanding of the relationship between reporter and interview subject, including the motivations, goals and expectations of each party.

2. Develop and implement a system of preparation for both scheduled/pre-planned and late-request media interviews. Create a message map for relevant topics.

3. Be able to define, identify and show improvement and/or mastery of media training techniques, including reinforcing the key message, the Touch and Turn, handling negative or off-topic questions and more.

4. Demonstrate improvement in delivery skills and nonverbal communication for media interviews and presentations, including body language (gestures, facial expressions, eye contact, etc.) and vocal interpretation (pace, pitch, inflection, etc.).

5. Demonstrate the ability to distill and discuss complex research and clinical topics at a level appropriate for lay media.
6. Learn strategies to give engaging interviews in any media format, including taped for edit, live and radio/audio-only interviews. Develop knowledge of the differences and similarities between interview formats across media platforms.

7. Gain practice recounting examples, case studies and anecdotes for allegorical impact and dramatic effect.

**Course Calendar:** Each day of the course will begin with a presentation, discussion, guest speaker, group exercise, or review of an assignment. Students will be assigned to groups of two to complete the taped exercise portion of the course. Here, each dyad will practice skills learned in the class through taped mock interviews and scenarios. The tapings will be reviewed by the instructor and the dyad, discussed and critiqued with the purpose of identifying areas for improvement and offering hands-on learning.

**Pre-Class Assignment Note:** Come prepared on the first day of class with three medical/health research topics to use throughout the course in mock interviews and exercises. Choose topics that are relevant to your career or interests, including actual research you have published or hope to publish or clinical/patient-related topics. Email ostendorfa@wudosis.wustl.edu with questions.

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<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
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<td><strong>January 11, 2016</strong></td>
<td><strong>January 12, 2016</strong></td>
<td><strong>January 13, 2016</strong></td>
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<td>8 a.m. – 10 a.m. Presentation and discussion: <em>Why Media Training? and Effective, Engaging Nonverbal Communication</em></td>
<td>8 a.m. – 10 a.m. Review assignment #1 Presentation and discussion: <em>Developing Your Media Strategy</em></td>
<td>8 a.m. – 10 a.m. Review assignment #2 Guest lecture: <em>Working with Media Relations</em> – Judy Martin, Director of Media Relations, WUSM and Elizabeth Holland Durando, Senior Medical News Writer, WUSM</td>
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<td>10 a.m. – 12 p.m. Students 1 &amp; 2 group session</td>
<td>10 a.m. – 12 p.m. Students 3 &amp; 4 group session</td>
<td>10 a.m. – 12 p.m. Students 5 &amp; 6 group session</td>
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<th>THURSDAY</th>
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<td><strong>January 14, 2016</strong></td>
<td><strong>January 15, 2016</strong></td>
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<td>8 a.m. – 12 p.m. Continue to review assignment #2; Guest lecture: <em>Social Media in Clinical Research</em> – Rachel Komeshak, Supervisor of Web Marketing Services, WUSM; Class exercise and discussion: <em>Advanced television interview skills (live TV and the satellite interview)</em></td>
<td>9 a.m. – 12 p.m. Class discussion and exercise: Print media, case studies, skills inventory and growth final exercise</td>
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