



**NIH  
HEAL  
INITIATIVE**

# CONNECTIONS

Partnering to Accelerate Research into Action

HEAL Connections is a center that is jointly run by Duke Clinical Research Institute and George Mason University and funded by the National Institutes of Health (NIH) through the Helping to End Addiction Long-term® Initiative, or NIH HEAL Initiative®. HEAL Connections is aimed at supporting widespread dissemination and implementation of HEAL-funded research. HEAL Connections is funded by the NIH HEAL Initiative under OTA numbers: 1OT20D034479 and 1OT20D034481.

The content is solely the responsibility of the authors and does not necessarily represent the official views of the National Institutes of Health.

**#NIHhealinitiative**

# HEAL CONNECTIONS

## SHARING SESSION



# Communicating for Impact: Getting your Research in the Media

April 19 | 1PM EDT



**Karl Bates**

(he/him)

Executive Director,  
Research Communications  
Duke University



**Rose Hoban,  
RN, MPH**

(she/her)

Founder & Editor,  
North Carolina (NC)  
Health News



**Kate Nicholson,  
JD**

(she/her)

Founder and Executive Director,  
National Pain Advocacy Center



**Natalie Vizquete**

(she/her)

Research Communications &  
Engagement Project Manager,  
Duke Clinical Research Institute



**Scott Walters,  
PhD**

(he/him)

Regents Professor,  
University of North Texas  
School of Public Health

**HEAL CONNECTIONS**  
SHARING SESSION 

# Communicating for Impact: Getting your Research in the Media

## TODAY'S AGENDA

**1:05 to 1:10 p.m.**

Introduction to HEAL Connections with Scott Walters

**1:10 to 1:25 p.m.**

Working with your media office with Karl Bates

**1:25 to 1:45 p.m.**

Working with the media with Rose Hoban

**1:45 to 2:00 p.m.**

Media tips from a person with lived experience and community partner with Kate Nicholson

**2:00 to 2:25 p.m.**

Q&A, peer-to-peer engagement

# What You Will Learn

1

Why (and when) is media exposure important for researchers and research broadly?

2

What makes for a good story? Learn about today's media landscape, and what journalists are looking for in writing about research and research findings.

3

How to partner with university and institute communicators to appropriately reach and/or respond to journalists and/or the media and how to hone your research elevator pitch and prepare compelling talking points that will resonate with the media.

# Restrictions around Lobbying

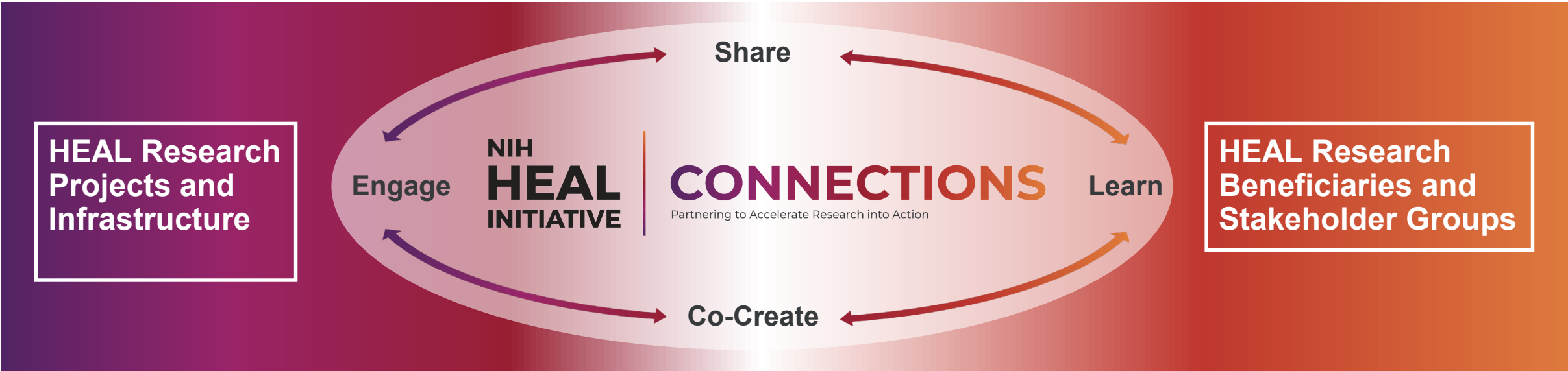
Please note that use of federal research funds for lobbying activities is prohibited with NIH funds. You can find those guidelines and detailed lists of non-allowed uses of NIH funds here:

[https://grants.nih.gov/policy/lobbying\\_guidance.htm](https://grants.nih.gov/policy/lobbying_guidance.htm)

# A center to accelerate research into action by:

Creating pathways to **further build and sustain community partnerships**

Supporting HEAL researchers to **meaningfully share research results**



# Meaningful Engagement of Communities

HEAL Connections will further **bi-directional partnerships** between HEAL research teams and broader communities of intended beneficiaries and stakeholder groups such as:

- patients
- priority populations
- people with lived and living experiences
- practitioners
- national association partners
- other researchers

To help **broaden the reach and impact of HEAL research results** beyond academic channels



# **A reality check on academic publications...**





**Eric Topol**

@EricTopol

physician-scientist, author, editor. My new book #DeepMedicine will be available on March 12. Pre-order: [deepmedicinebook.com](http://deepmedicinebook.com)

La Jolla, CA

[scripps.edu/translational](http://scripps.edu/translational)

Joined November 2009

**Tweet to Eric Topol**



Tweets **18.8K** Following **457** Followers **155K** Likes **15K** [Follow](#)

Tweets Tweets & replies Media

**Eric Topol** @EricTopol · 8 Oct 2017

Your. Medical. Data.

<p>It's your body You paid for it It is worth more than any other type of data It's being widely sold, stolen and hacked. And you don't know it. It's full of mistakes, that keep getting copied and pasted, that you can't edit You are/will be generating more of it, but it's homeless Your medical privacy is precious The only way it can be made secure is to be decentralized</p>	<p>It is legally owned by doctors and hospitals Hospitals won't or can't share your data ("information blocking") Your doctor (&gt;65%) won't give you a copy of your office notes You are far more apt to share your data than your doctor You'd like to share it for medical research, but you can't get it You have seen many providers in your life; no health system/insurer has all your data Essentially no one (in the US) has all their medical data from birth throughout their life Your EHR was designed to maximize billing, not to help your health</p>	<p>You are more engaged and have better outcomes when you have your data Doctors who have given full ac to their patients' data make th routine It requires comprehensive continuous, seamless i Access or "control" data is not adequa ~10% of medical sca. unnecessarily duplicat inaccessibility You can handle the t You need to own your it should be a civil ri It could save your l</p>
--	---	--

163 2.1K 3.8K

Show this thread

**Eric Topol** @EricTopol · 19m

For a deep conversation on #AI & medicine between @DrSidMukherje tonight, you can join the webcast  
Sid's excellent @newyorker piece on this topic: [newyorker.com/maga](http://newyorker.com/maga). ... #OA

**Medscape** @Medscape

Please join us tonight at 7:50PM, ET for Deep Medi conversation. @DrSidMukherjee, author of The Emp All Maladies, interviews @EricTopol about his new t

# Three Paths To Visibility

# Making News

# Providing Commentary

# Engaging on Social Media

## Contact Our News Team

### Media Inquiries

Main number: 919-660-1306  
Monday-Friday, 8:30 a.m. - 5 p.m.



**Sarah Avery**

Director  
919-724-5343  
[Email](#)



**Stephanie Lopez**

Manager  
919-724-5934  
[Email](#)



**Alexis Porter**

Specialist  
919-695-2792  
[Email](#)



**Cameron Knowles**

Social Media  
919-684-3560  
[Email](#)

If you would like to receive Duke Health press releases, please email anyone on our team to be added to our lists.

### Photo & Video Requests



**Shawn Rocco**

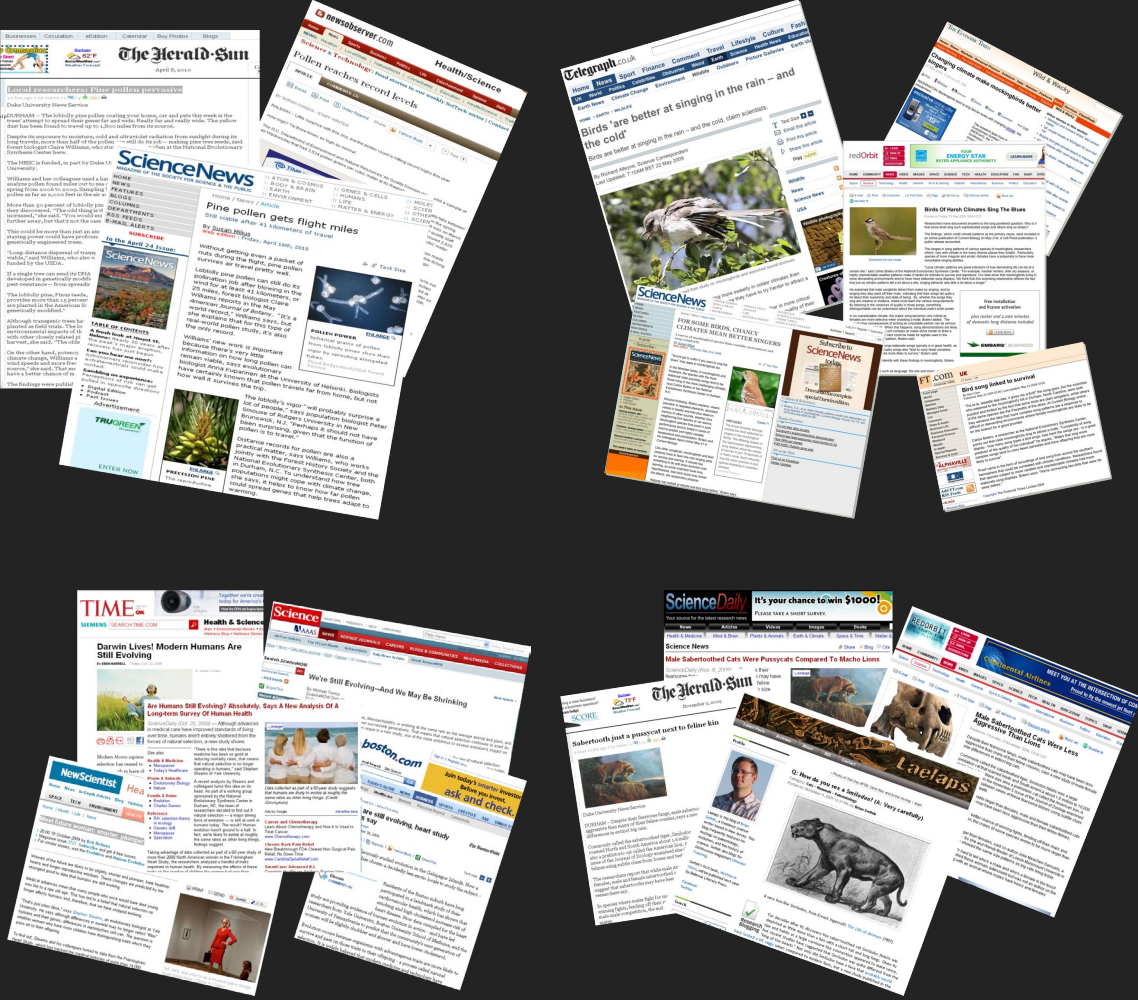
919-668-0994  
[Email](#)

Call us with your deadline requests for experts, B-roll and live or recorded interviews.

# All Three Paths Should Go Through Your Press Officer

We know what the public wants.

It may not be what you think.



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# School of Medicine Communicators Network

[School of Medicine Office of Strategic Communications Team](#)

[Media Inquiries](#)

## Academic Departments

Department of Anesthesiology • [Stacey Hilton](#)

Department of Biochemistry • [Todd Leovic](#)

Department of Biostatistics and Bioinformatics • [Synclaire Cruel](#)

Department of Cell Biology • [Jodi Belanger](#)

Department of Dermatology • [Teresa Cerrato-Amador](#)



# Timing is Everything

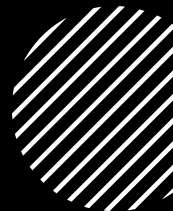
See an event coming that you're an expert on?

Have study or talk coming?

Tell your news office NOW!



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Acceptance,  
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Article

Public Attitudes Regarding the Use of Residual Newborn Screening Specimens for Research

Jeffrey R. Botkin, MD, MPH<sup>1</sup>, Erin Rothwell, PhD<sup>2</sup>, Rebecca Anderson, RN<sup>2</sup>, Louisa Stark, PhD<sup>3</sup>, Aaron Goldenberg, PhD<sup>3</sup>, Michelle Lewis, MD, JD<sup>3</sup>, Matthew Burbank, PhD<sup>3</sup>, and Rob Wong, PhD<sup>3</sup>

Author Affiliations

ABSTRACT

**BACKGROUND AND OBJECTIVES:** Many state newborn screening (NBS) programs retain residual NBS bloodspots after the completion of screening. Potential uses for residual specimens include laboratory quality assurance, biomedical research, and, rarely, forensic applications. Objective was to evaluate public opinion about the policies and practices relevant to the retention and use of residual bloodspots for biomedical research.

**METHODS:** A total of 3855 respondents were recruited using 3 methods: focus groups (n = 157), paper surveys (n = 1418), and a Knowledge Networks panel (n = 2080). Some participants (n = 1769) viewed a 22-minute movie about the retention and use of residual specimens while other participants were provided only written information about this practice. All participants were surveyed using a 38-item questionnaire.

**RESULTS:** A diverse set of participants was recruited. Respondents were very supportive of NBS in general and accepting of the use of residual bloodspots for important research activities. Respondents were evenly divided on the acceptability of NBS without parental permission, but the majority of respondents supported the use of an "opt-in" process for parental permission for residual bloodspot retention and use. Viewing the educational movie was associated with greater support for bloodspot retention and use.

**CONCLUSIONS:** Our results show that the general public surveyed here was supportive of NBS and residual sample retention and research use. However, there was a clear preference for an informed permission process for parents regarding these activities. Education about NBS was associated with a higher level of support and may be important to maintain public trust in these important programs.

**KEY WORDS:** newborn screening · biobank · informed consent · survey

Abbreviations:  
DBS — dried bloodspots  
KN — Knowledge Networks

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This Article

Published online January 18, 2012  
PEDIATRICS Vol. 129 No. 2 February 1, 2012  
doi:10.1134/peds.2011-0970

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Submit an eLetter  
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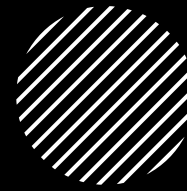
Navigate This Article

TOP  
ABSTRACT  
METHODS  
RESULTS  
DISCUSSION  
CONCLUSIONS  
ACKNOWLEDGMENTS  
FOOTNOTES  
REFERENCES

1. Latest version of the paper.

2. A few lines about why it's great, and/or your cover letter: Why Do We Care?

3. A sense of its visual potential. Are there supplemental materials?



Our Process

Read and Interview

Prepare release &  
Assemble materials

YOU REVIEW  
AND APPROVE

Manage outreach,  
& follow-ups, social





## Framing Your Story

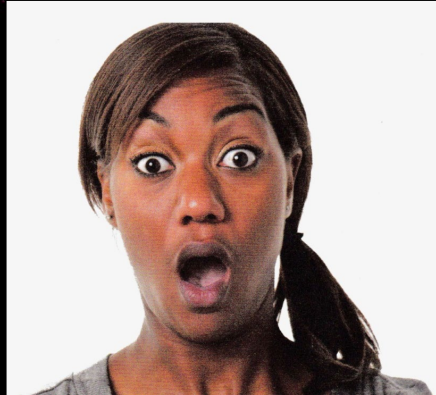
Press Release is your rehearsal

Sets the tone for coverage





It's for you.



WHAT IF They  
Start Calling?!

LIVE Washington



What To Do When  
A Reporter Calls

Respond Immediately

Schedule a time

Do homework / call  
news office

**UKRAINE CRISIS**

US and EU are preparing to unveil new sanctions against Russia

**BBC** WORLD NEWS FRANCE'S TGV TRAINS

• THE TI

Prepare yourself and  
your space



What Do Journalists  
Need?

Responsive Experts  
Who Give a Good  
Quote

Radio & TV vs.  
Print/online  
Live vs. Taped

---

# Tools That Will Help

---

**VISUALS:** Where is this?  
What does it look like?

**EXAMPLES,** Anecdotes

Select, Powerful  
**NUMBERS**





“We Need a Patient”

Television wants an example

Involve Press Officers  
(HIPAA forms and Pre-  
Interview)

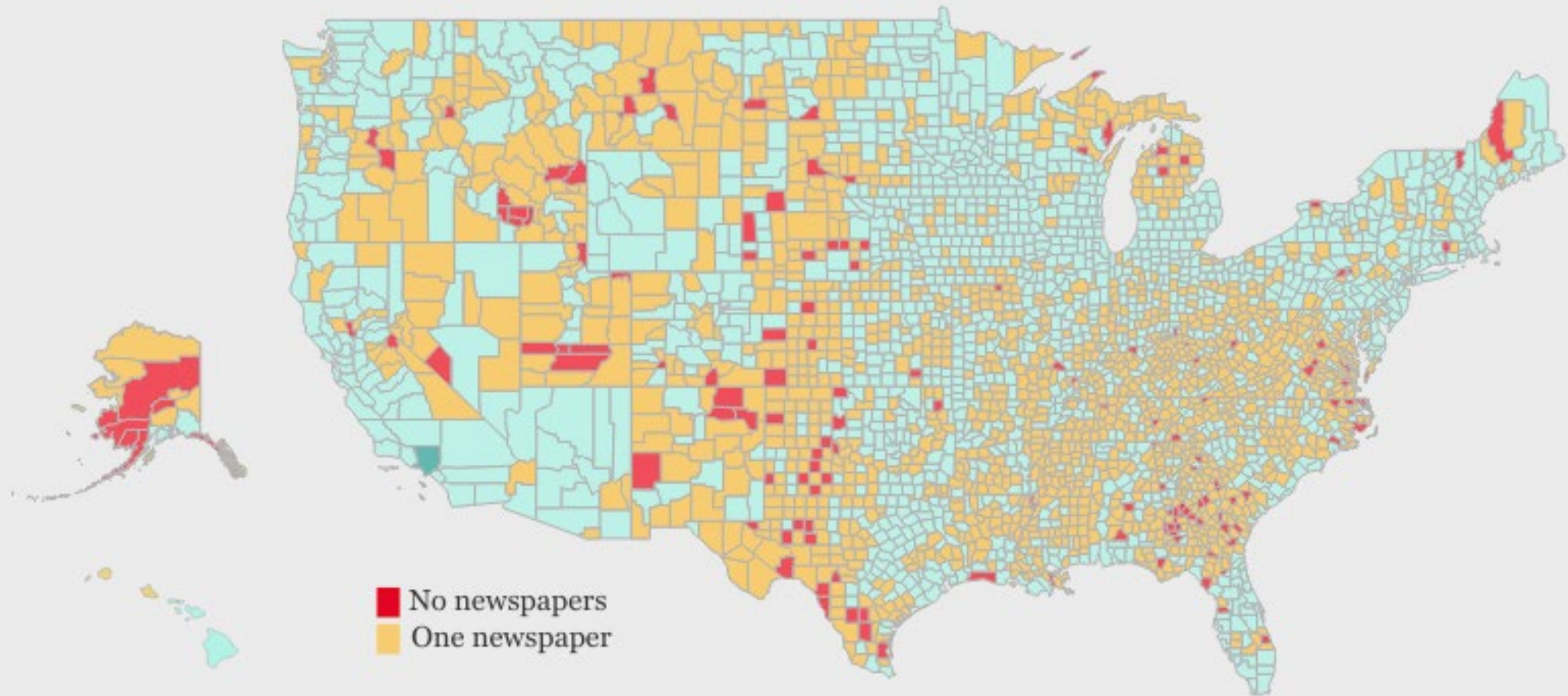
Do No Harm.

# **Working with the media**

**Rose Hoban, Editor, NC Health News**

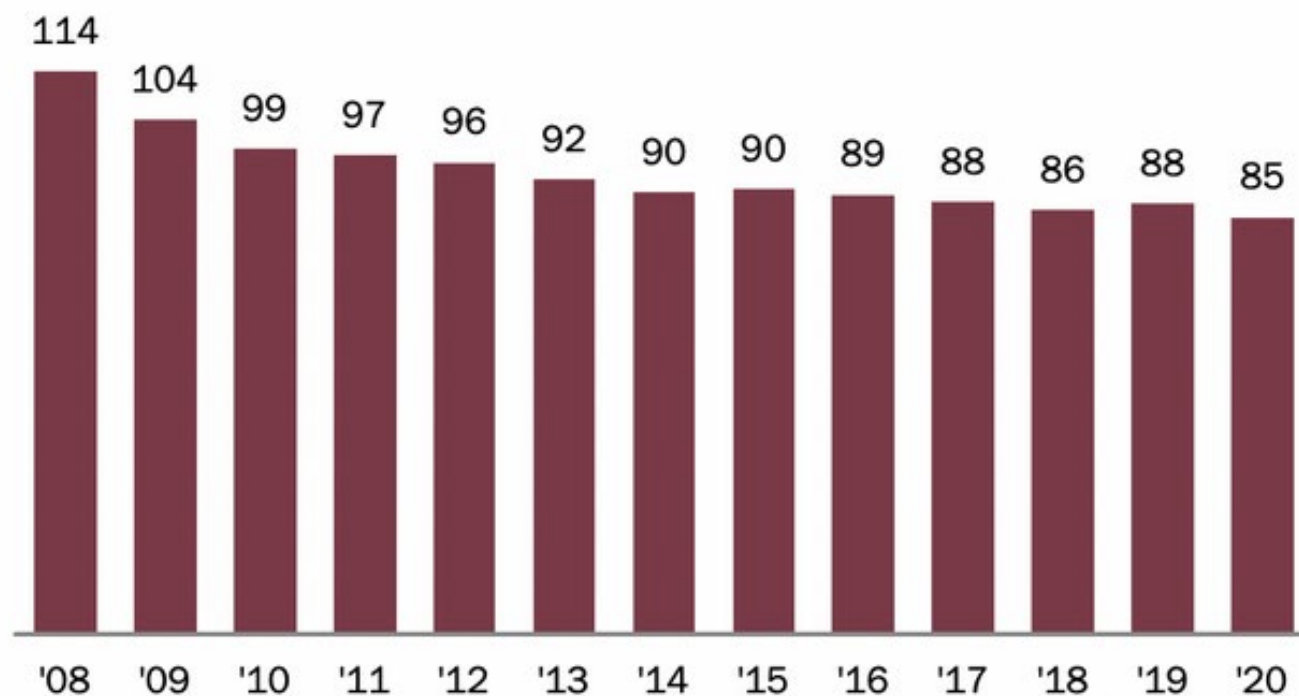
# DO YOU LIVE IN A NEWS DESERT?

In the U.S. 200 counties do not have a local newspaper. Half of all counties - 1,540 - have only one newspaper, usually a weekly.



## Newsroom employment in the United States declined 26% between 2008 and 2020

*Number of U.S. newsroom employees in news industries, in thousands*



Note: The OEWS survey is designed to produce estimates by combining data collected over a three-year period. Newsroom employees include news analysts, reporters and journalists; editors; photographers; and television, video and film camera operators and editors. News industries include newspaper publishers; radio broadcasting; television broadcasting; cable and other subscription programming; and other information services, the best match for digital-native news publishers.

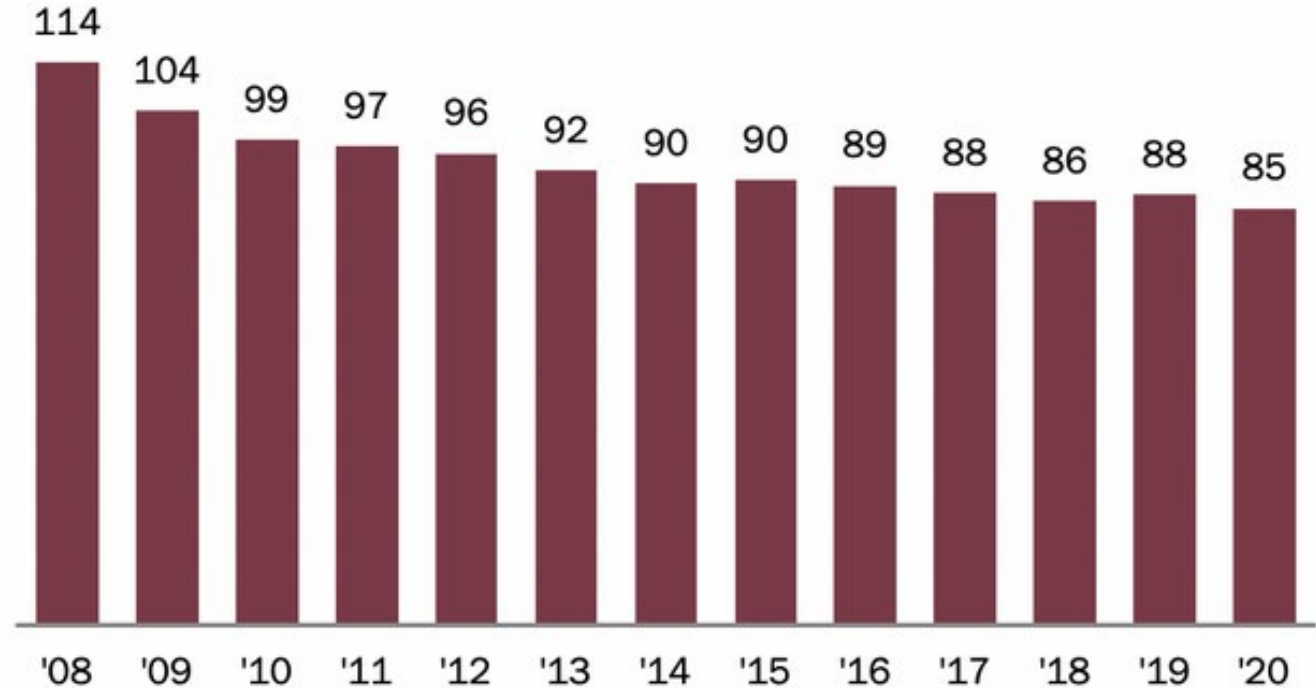
Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment and Wage Statistics data.



**There are fewer  
reporters,  
and fewer who have  
expertise in your area.**

## **Newsroom employment in the United States declined 26% between 2008 and 2020**

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Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment and Wage Statistics data.

# Why NC Health News

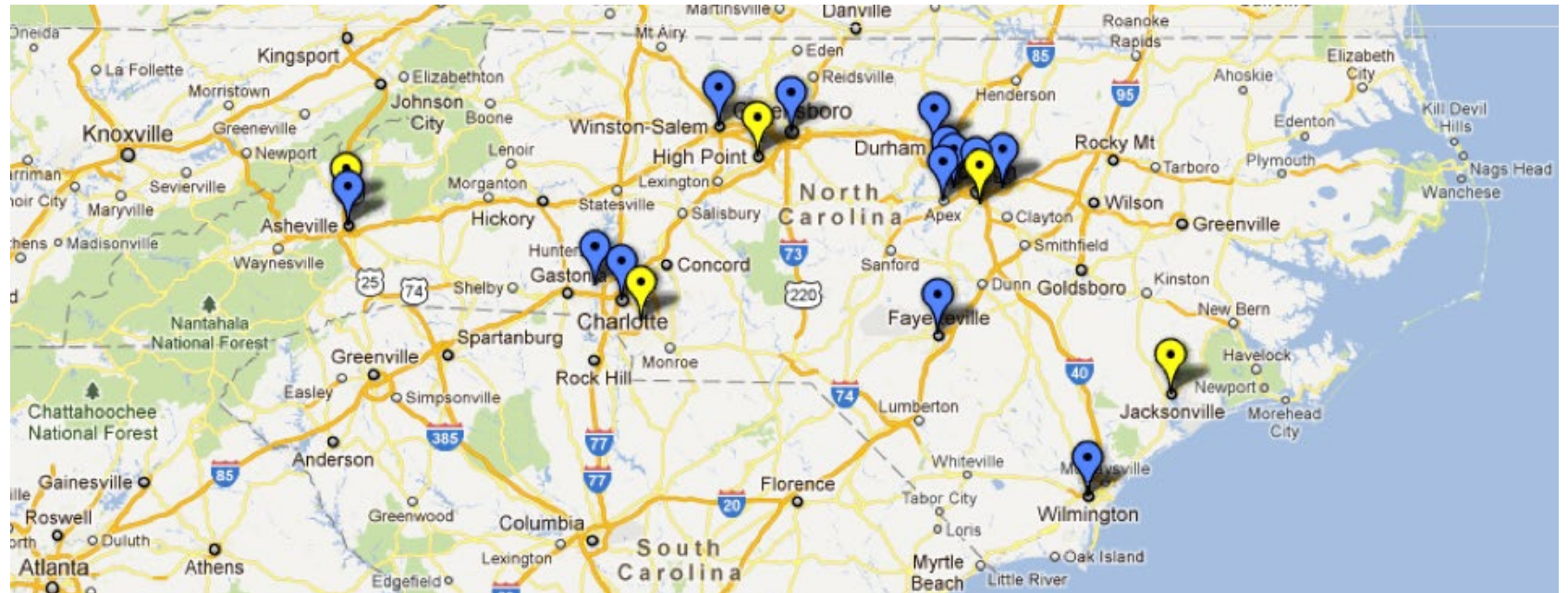
Used to be lots of coverage of health issues,

were many resources, with local coverage throughout NC.

REPORTERS, c.2000

Blue= full time

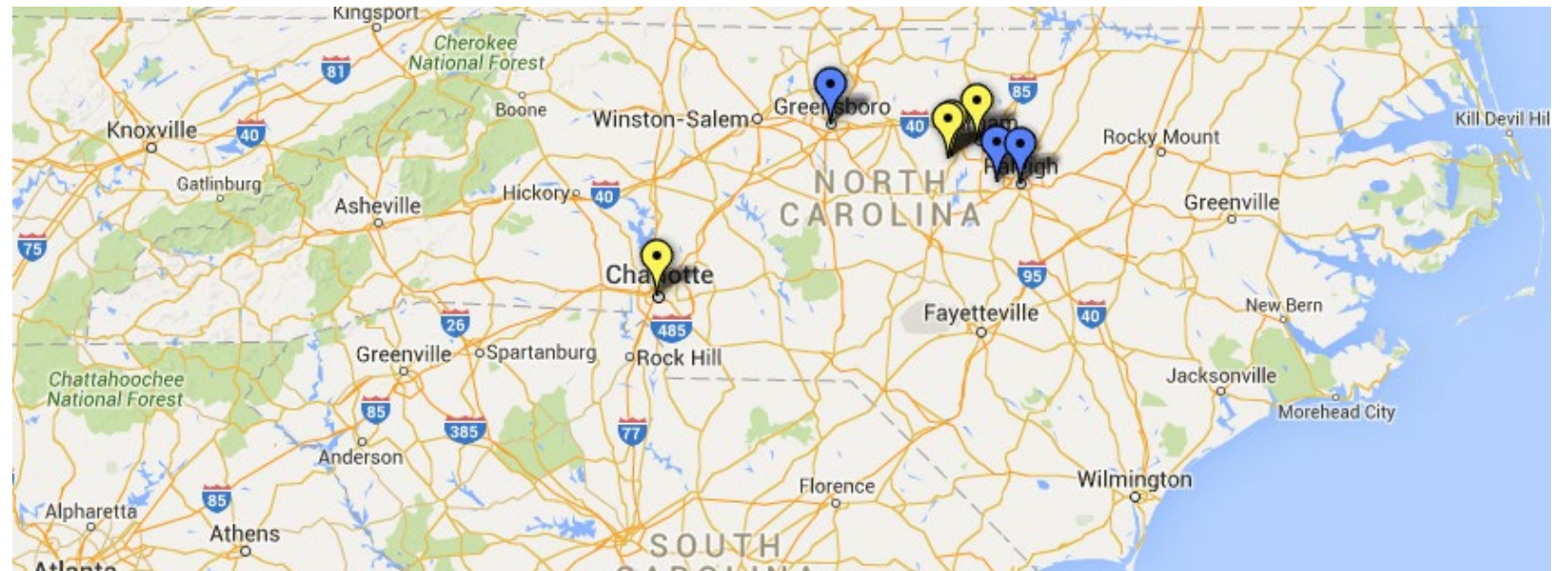
Yellow+ part time



# What's happened to health reporting in NC

Market forces, bad choices by media companies, Craigslist, consolidation, buyouts, economic downturn, etc.

REPORTERS ~2022



**So... how do you get the attention of a reporter  
(and their public)**

**So... how do you get the attention of a reporter  
(and their audience)**

Have a good story



# What to provide for a busy reporter...

Tell me why I (my readers, my listeners, my viewers) should care...



# Healing Transitions proves its worth

**\*\* ATTENTION ALUMNI \*\*** [CLICK HERE TO COMPLETE W2 AND PROPERTY TAX SURVEY.](#)

 **HEALING  
TRANSITIONS**  
A Place for Recovery

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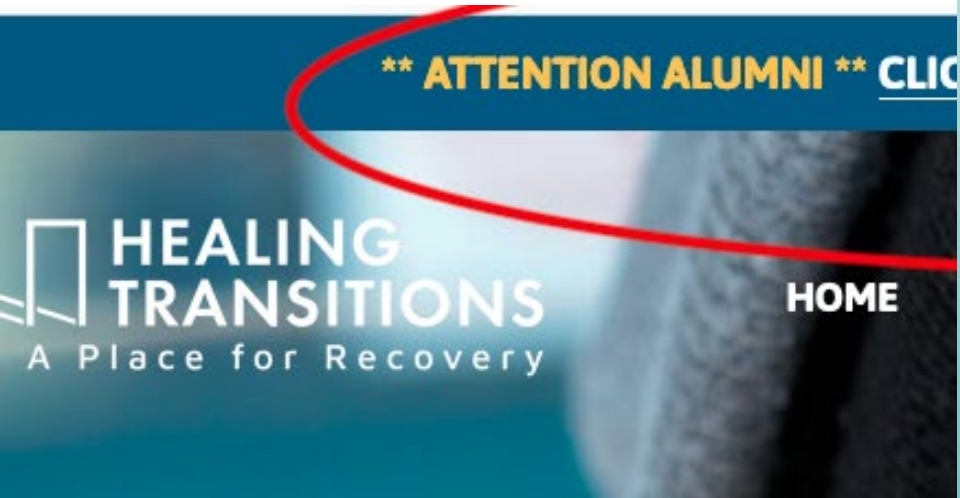
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# Healing Transitions proves its worth



## 2023 W2 and Property Tax Survey

This is our 16th year conducting the Alumni/Former Participant W2 and Property Tax Survey. We use this information to sustain support from key funders like the Wake County ABC Board, the Wake County Department of Health and Human Services, and the City of Raleigh. Each survey shows the contributions we make to our community now that we are in recovery. Thank you for your time and commitment to HT--you're helping us stay ready, so we don't have to get ready.

You can complete the survey in three ways:

1. Online ([here](#))
2. By phone or through email
  - Chris Budnick
  - [cbudnick@healing-transitions.org](mailto:cbudnick@healing-transitions.org)
  - 919-838-9800 ext. 110
  
  - Amanda Blue
  - [ablue@healing-transitions.org](mailto:ablue@healing-transitions.org)
  - 919-838-9800 ext. 210
  
  - Justin Garrity



# return on investment & Program evaluation in public health

- Centers for Disease Control and Prevention. 1999. “Framework for Program Evaluation in Public Health.” MMWR, 48(RR11): 1-40. <http://www.cdc.gov/mmwr/preview/mmwrhtml/rr4811a1.htm>
- Diabetes Initiative. 2008. Building the Business Case for Diabetes Self-Management: A Handbook for Program Managers. <http://www.diabetesinitiative.org/lessons/documents/BusinessCasePrimerFINAL.pdf>
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- Partnership for Prevention. 2007. Why Invest? Recommendations for Improving Your Prevention Investment. [http://www.prevent.org/images/stories/PDF/whyinvest\\_web\\_small.pdf](http://www.prevent.org/images/stories/PDF/whyinvest_web_small.pdf)
- Partnership for Prevention. 2001. Guide to Smart Prevention Investments. [http://www.prevent.org/images/stories/Files/publications/Invest\\_Final.pdf](http://www.prevent.org/images/stories/Files/publications/Invest_Final.pdf) Partnership for Prevention. 2001.
- What Policymakers Need to Know about Cost Effectiveness. [http://www.prevent.org/images/stories/Files/publications/Cost\\_Effectiveness.pdf](http://www.prevent.org/images/stories/Files/publications/Cost_Effectiveness.pdf)
- Trust for American’s Health. 2008. Prevention for a Healthier America: Investments in Disease Prevention Yield Significant Savings, Stronger Communities. <http://healthyamericans.org/reports/prevention08/Prevention08.pdf>

# Getting the attention of a busy reporter (and public)

Give people some notice

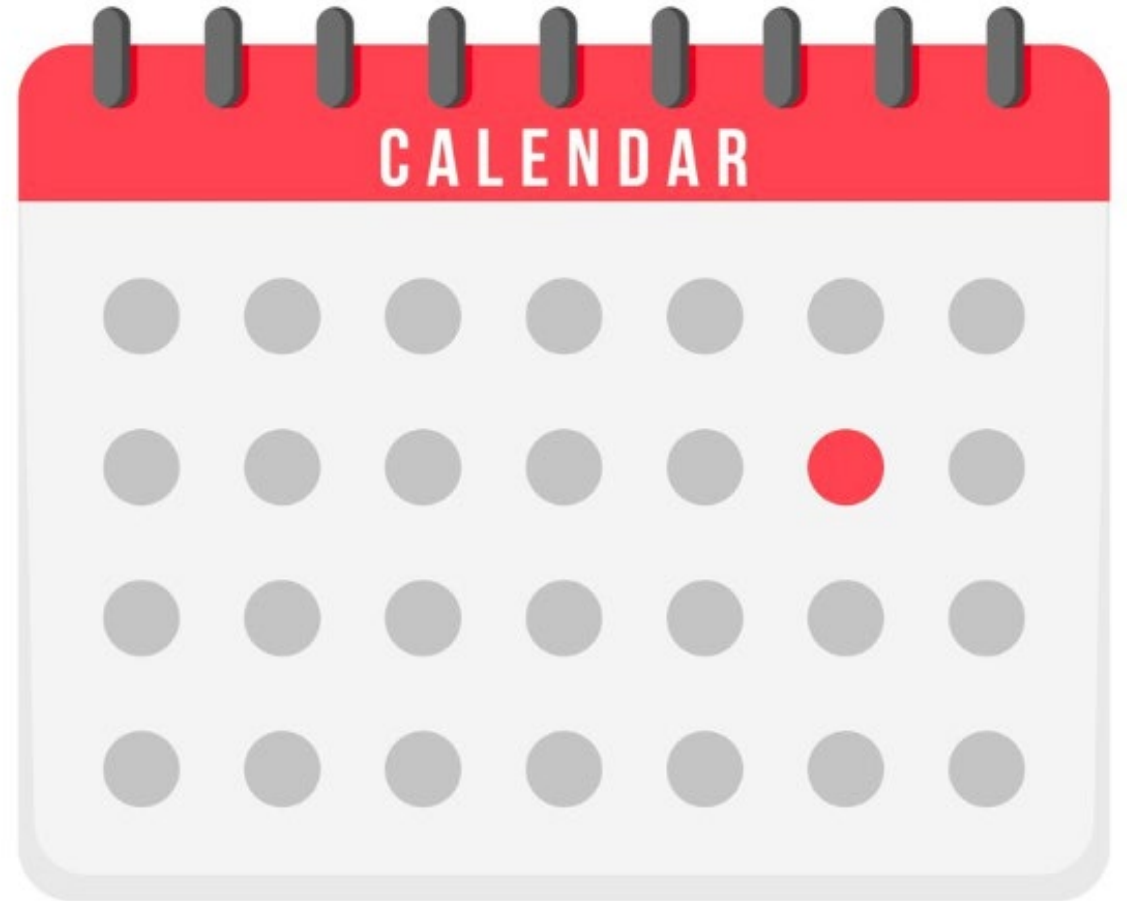


# Getting the attention of a busy reporter...

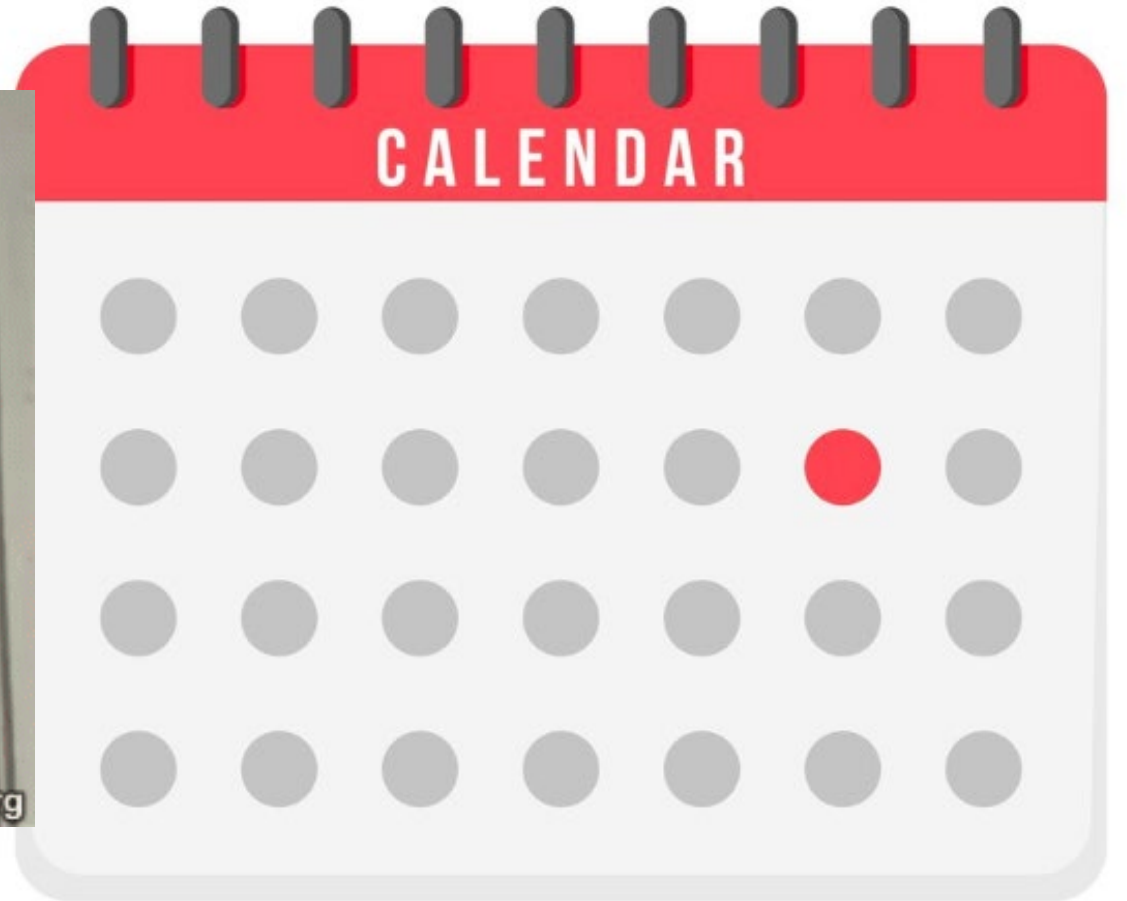
Be timely...



**Make sure you're available on the date!**



# If you're not, that's really good way to MAKE PEOPLE ANGRY



# Getting the attention of a busy reporter...

Have a real person to talk to...

By Rose Hoban

Down Syndrome advocate Douglas Beckman in Christchurch, New Zealand, doesn't have a more difficult job than he does at home: getting his son, Thomas, to work. Thomas has never met a tool he doesn't love.

"Sometimes we have to take the electrical cords off," Beckman said.

Despite Thomas' talents, Beckman fully expects that he'll continue to need help throughout his life, because he has Down Syndrome, a genetic disorder in which a person has a full or partial extra copy of chromosome 21. He has delays in his speech, trouble controlling some of his muscles and some cognitive delay.

Beckman was among other parents who brought their children to the first Down Syndrome advocacy day at the North Carolina General Assembly. But like the other parents pushing baby strollers and dragging their teens into state lawmakers' offices, Beckman's mind was on the legislative process playing out 250 miles away in Washington, DC.



## Burlington Family Fights On After Son's Traumatic Brain Injury



July 18, 2016 by [Thomas Goldsmith](#)

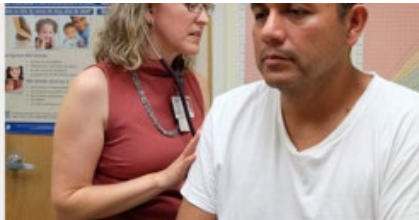
[f 727](#) [T](#) [in 1](#)

The experiences of two families devastated by traumatic brain injury display the limitations of North Carolina's ability and willingness to help their injured children.

**By Thomas Goldsmith**

On Jan. 28, 2013, the Irby family of Burlington found their way of life forever changed.

That was the day that son Zack Irby, at 23, rear-ended a truck on Interstate 85, crumpling his Ford Focus and suffering injury that sheared every nerve from his body to his brain.



## Special Report: What happens when a state expands Medicaid?

Medicaid expansion's impact on health care is a subject of President's Council on Economic Advisors' report. Community health officials such as President have seen increasing numbers of patients with coverage in states that expanded Medicaid. Photo credit: Rose Hoban

April 1, 2013 by [Rose Hoban](#) — [1 Comment](#)

[f](#) [T](#) [in](#) [D](#)

We've written about the political battles surrounding Medicaid expansion in North Carolina for years. To cut through the political spin, this year we reached out to other states to ask what they experienced.

**By Rose Hoban**

Medicaid expansion has the potential to add thousands of health care jobs to the North Carolina landscape, expand opportunities for care to hundreds of thousands of North Carolinians, and



Additional Thanks



Popular Articles

[Special Report: What happens when a state expands Medicaid?](#)

[Medicaid work requirement bill faces legislative, legal challenges](#)

[Bill would make small, but significant, tweaks to NC's annual assault law](#)

[Lawmakers detail State Treasurer's plan to change State Health Plan reimbursement](#)

[Bachelorette in Greensboro, So Why Don't We Know More About It?](#)



# ***Study of Patients With a Chronic Fatigue Condition May Offer Clues to Long Covid***

N.I.H. researchers found notable differences between the immune systems and other physiological functions of patients with ME/CFS and those of healthy patients.

[Share full article](#)



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Jennifer Caldwell in 2019, during a study by the National Institutes of Health. She has struggled for nearly 10 years with a condition known as myalgic encephalomyelitis/chronic fatigue syndrome. Jennifer Caldwell



# Study of Patients With a Chronic Fatigue Condition May Offer Clues to Long Covid

N.I.H. researchers found notable differences between the immune systems and other ph with ME/CFS and those of he

[Share full article](#)



192



Jennifer Caldwell in 2019, during a study by the National Institutes of Health. She has struggled for nearly 10 years with a condition known as myalgic encephalomyelitis/chronic fatigue syndrome. Jennifer Caldwell



Ms. Caldwell receiving transcranial magnetic stimulation as part of the study. The stimulation, according to the paper, was done to “probe the excitability of the primary motor cortex.” Jennifer Caldwell



Ms. Caldwell with her daughter in 2010, four years before she developed ME/CFS. She was a clinical research coordinator at Duke, a job she held for 17 years, until she became sick. She hasn't been able to work since. Jennifer Caldwell

# Getting the attention of a busy reporter...

Speak **ENGLISH**...

Blah Blah Blah  
ah Blah Blah Bl  
Blah Blah Blah  
Blah Blah Blah  
h Blah Blah Bla  
lah Blah Blah B  
Blah Blah Blah

# What to provide for a busy reporter (and public)

A message that is  
clear and simple



Boil it down



**In. Your. Sleep.**



**Practice, practice, practice!**



# during an interview

Always say thank you. Or, “that’s a great question.” Or something that sounds like *you*. Be conversational.

Be simple, not long-winded. Don’t give more than you need to.

Don’t worry about silence. Don’t be tempted to fill it.

You don’t know? Admit that. Say you’ll get back to the reporter *and do it*.

Be positive, upbeat, friendly.

**REMEMBER!!!**





# What to provide for a busy reporter...

Please practice before you talk to me..

<https://soundcloud.com/rosehoban/david-ridley-struggles-to-come-up-with-a-quote>

# Negotiating terms: Yes, you can!!

“Off the record” - this needs to happen BEFORE the fact, not afterwards.

# Negotiating terms: Yes, you can!!

“Off the record” - this needs to happen BEFORE the fact, not afterwards.

Ask, negotiate, agree on terms - Trying to formulate your comment, ask for some leeway.  
Talk about what you feel comfortable saying and what you don't.

# Negotiating terms: Yes, you can!!

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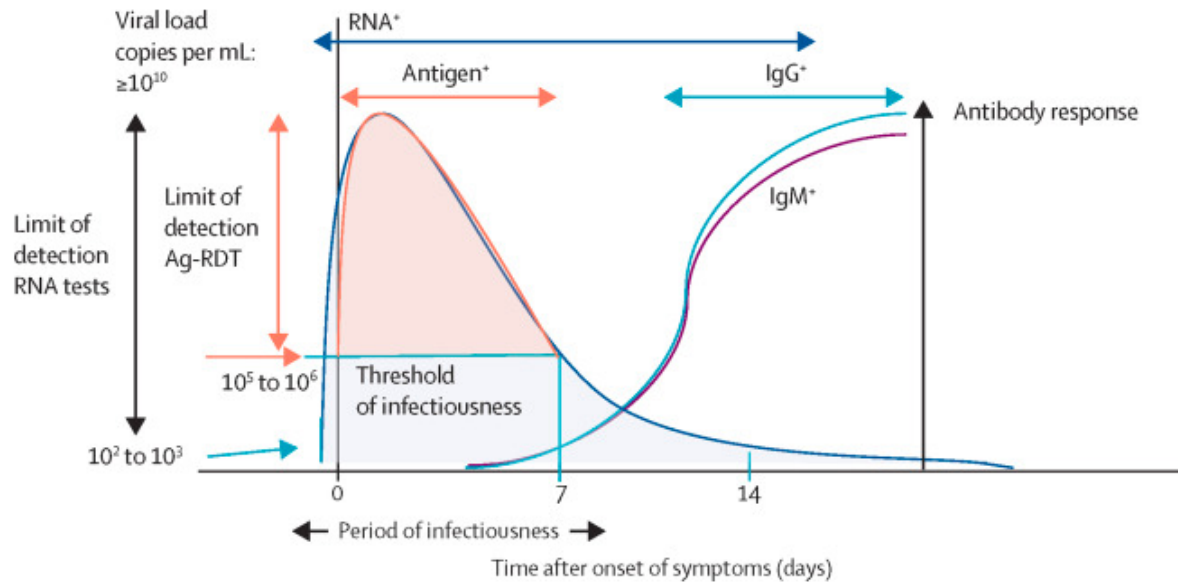
Review, not editing.

# What to provide for a busy reporter

This is more like it:

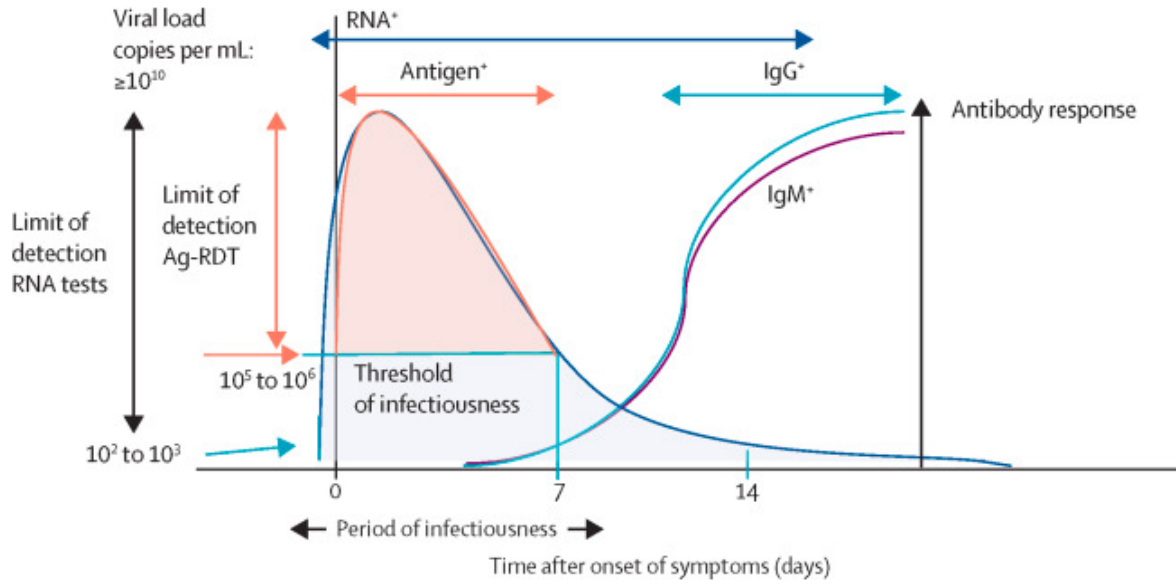
<https://soundcloud.com/rosehoban/reasons-to-see-patients/s-1lcVg>

# images

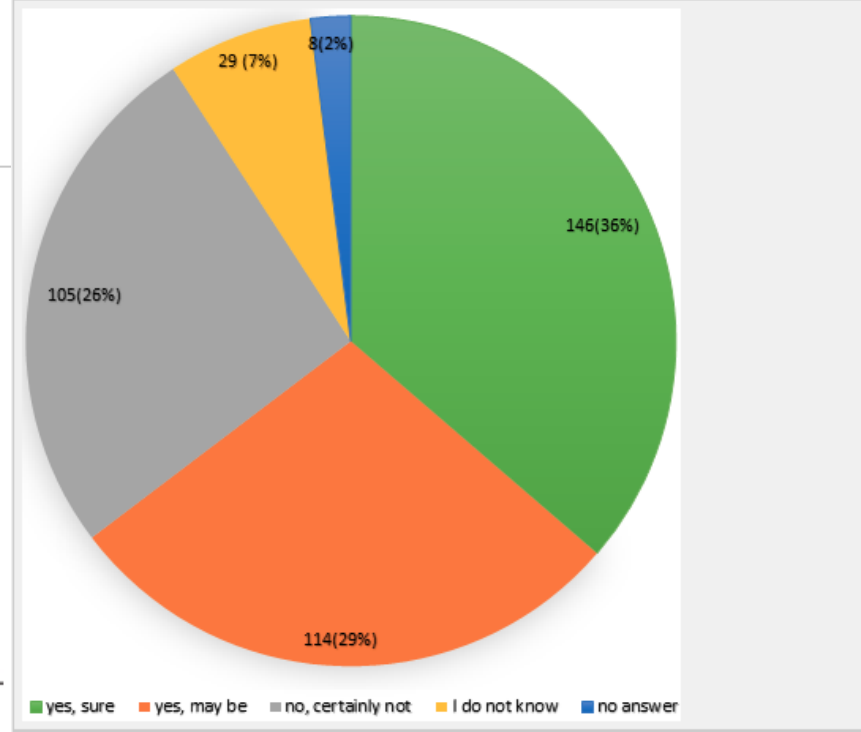


**Figure 1** Timelines for optimal use of different diagnostic tests for COVID-19 detection and host response

# images



**Figure 1** Timelines for optimal use of different diagnostic tests for COVID-19 detection and host response



**Figure 1:** all the responses of COVID-19 vaccine uptake status during the data collection period at South Gondar public hospitals, North Central Ethiopia, 2021

# images

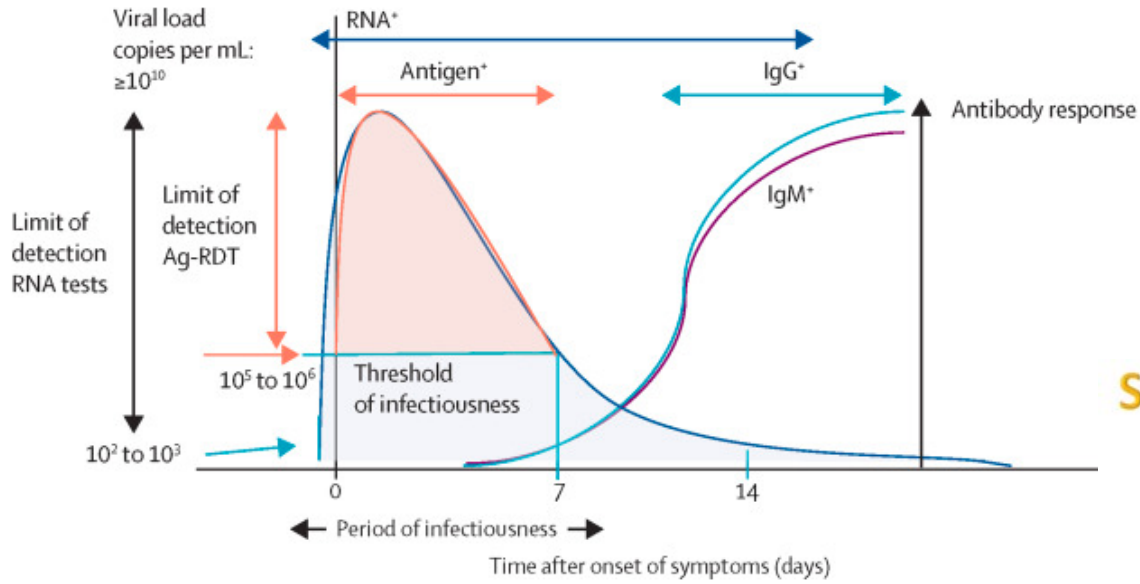
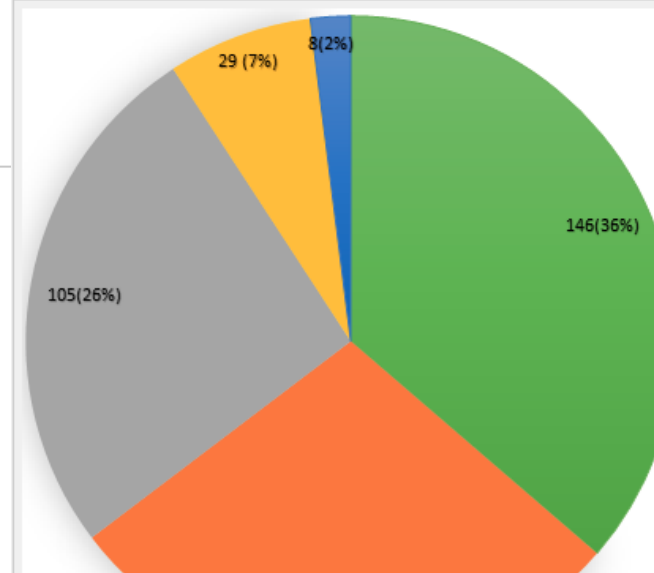
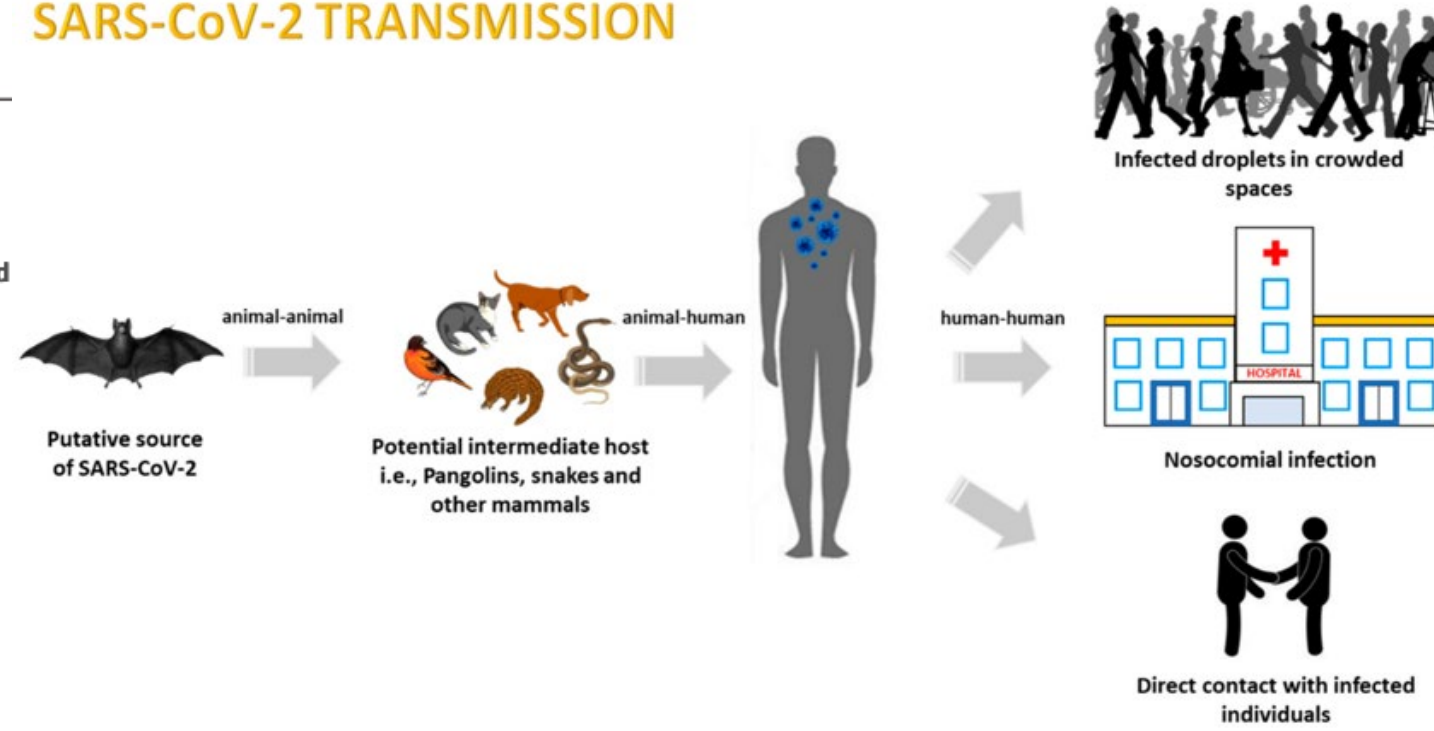


Figure 1 Timelines for optimal use of different diagnostic tests for COVID-19 detection and

## SARS-CoV-2 TRANSMISSION





# Getting your message across

# Know your outlet!!



**ANALYSIS**  
**New Green Challenge: How to Grow More Food on Less Land**  
BY RICHARD CONNIFF  
*If the world is to have another Green Revolution to feed its soaring population, it must be far more sustainable than the first one. That means finding ways to boost yields with less fertilizer and rethinking the way food is distributed.*



**Interview: How to Talk About Clean Energy With Conservatives**  
Young Conservatives for Energy Reform promotes a green energy agenda for Republicans. But the phrase "climate change" isn't one you'll find on the organization's website. Angel Garcia, the group's national outreach coordinator, admits that pushing renewables in conservative circles is an uphill battle. "We have an ideology that seems like it's 'Drill, baby drill,' with nothing else. So we have to fight against stereotypes that if you're for clean energy, you're a Republican." In an interview with e360, Garcia says the Republican Party is most interested in embracing clean energy when it comes to working with young conservatives. "As the issue of climate change is becoming a more important part of the political conversation, it is in front of the issue now and

**Yale**  
Yale Environment 360 is a publication of the Yale School of Forestry & Environmental Studies.

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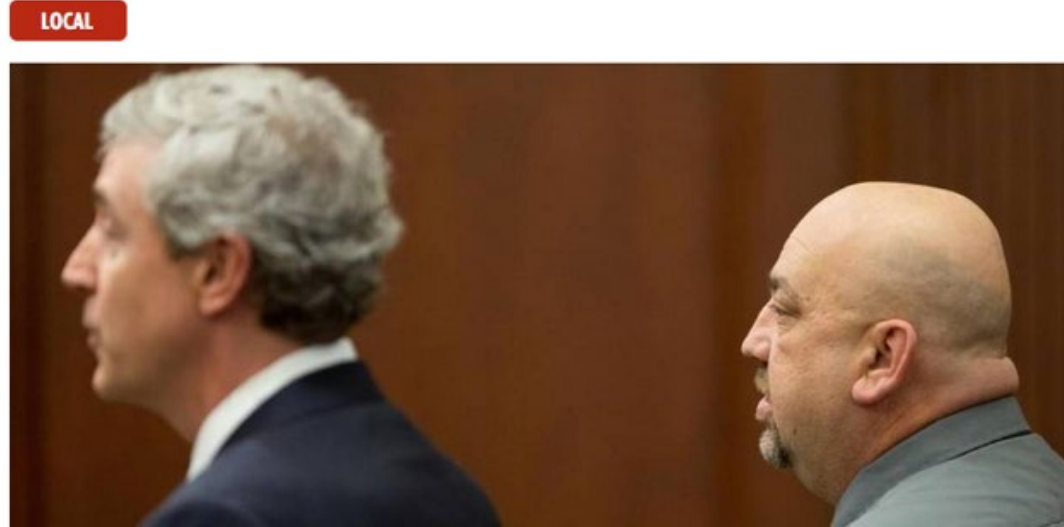
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**Relationships are key...**

Getting to know you...



# Relationships are key...

## Getting to know you...



## Kate Nicholson, J.D.

I've spoken to the media as a person with lived experience of pain and as the Executive Director of an advocacy organization called the National Pain Advocacy Center, which advocates for the health and human rights of people with pain.

Typically, the engagement is national with publications (such as the *New York Times*, *Washington Post*, and *Guardian* or *STAT*, *MedPage*, and *Scientific American*).





# Tips for Interviews

- 1. Be responsive.** Everyone's busy, but reporters work on deadlines. Ask the angle/purpose.
- 2. Know the message you want to communicate.** You can tentatively prepare language and quotes in advance. No jargon. 8<sup>th</sup> grade level.
- 3. Answer the questions you can answer.** It's okay if you need to check something and get back to them; it's okay to say you have no answer.
- 4. Be prepared to pivot to your point.** Use sentences like, "That's a great question, but what's really important to understand is..." "Or, that question makes me think of a related one that's critical..."



## More Tips

**5. Make your point—more than once.** Reporters often end the interview by asking if there is anything they're missing. Use that opportunity.

**6. Offer to send citations to back up your point.** Reporters often need cites showing things like how many people are affected. You can send cites.

**7. Keep the conversation tight and controlled.** Sometimes, my worst interviews are with members of the press I've become friendly with, so I relax and am less on message.



## Final tips for interviews

**8. Use person-centered, person-first, non-stigmatizing language**, i.e., person living with pain; persons with lived experience of addiction.

**9. You may ask to check direct quotes** for accuracy. You won't likely get to change more.

**10. Be informative and responsive** reporters will return to you. Be a resource by referring reporters to others (people with lived experience, scientific experts, etc.)

# Why getting research into media matters



GETTING YOUR RESEARCH INTO THE MEDIA IS IMPORTANT TO ADVOCACY AND COMMUNITY GROUPS.



COMMUNICATING BACK TO THOSE AFFECTED BY RESEARCH IS IMPACTFUL.



MANY OF THE POLICIES WE WORK TO CHANGE WERE NOT EVIDENCE-BASED.



WE OFTEN USE MEDIA CLIPS TO UNDERSCORE OUR POINTS.



# Resources

If you want intensive training, the Mayday Pain & Society Fellowship opens for applications soon:

<https://maydayfund.org/mayday-fellows/>

A resource for person-centered language and various experts:

[www.changingthenarrative.news](http://www.changingthenarrative.news)



**Q&A**

# More Resources

For researchers funded through NIH, alert your program officer to any upcoming publications. All researchers should work with their university communications office around press outreach. For additional capacity building, the below resources were recommended by panelists.

- **Amplify@LDI:** A free, online course focusing on key tools and skills in translation and dissemination for researchers. [Link here.](#)
- **If a Reporter Calls:** Guide from Duke. [Link here.](#)
- **Ask a Reporter Anything webinar:** A moderated conversation with journalist, where scientists from across fields were able to ask a reporter about their work, expectations, and challenges. [Link here.](#)
- **A Scientist's Guide to Working with the Media:** [Link here.](#)
- **Reporting on Addiction:** A center dedicated to improving the way we report on addiction. Includes resources, trainings, & a database of informed experts. [Link here.](#)
- **Changing the Narrative:** A network of reporters, researchers, academics, and advocates concerned about the way media represents drug use and addiction. [Link here.](#)

# Meeting Evaluation

To help design, contribute to, and improve our programming, please complete the evaluation survey at <https://bit.ly/Communicating4Impact>



# Stay tuned for post-event follow-up emails with:

- Within one day: Evaluation survey
- Within two weeks: Recording, slides, list of resource

