Making Sure Your Message Gets Heard

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THE SCIENCE NEWS CYCLE

Start Here

Your Research
Conclusion: A is correlated with B (p=0.56), given C, assuming D and under E conditions.

...is translated by...

UNIVERSITY PR OFFICE
(YES, YOU HAVE ONE)

FOR IMMEDIATE RELEASE: scientists find potential link between A and B (under certain conditions).

...which is then picked up by...

NEWS WIRE ORGANIZATIONS

A causes B, say scientists.

...who are read by...

THE INTERNETS

Scientists out to kill us again.
POSTED BY RANDOM DUDE
Comments (377)
OMG! I kneeeew iiit!!
WTH??????

...then noticed by...

THE LOCAL EYEWITNESS NEWS

For immediate release: scientists find potential link between A and B (under certain conditions).

...which is then picked up by...

Cable NEWS

We saw it on a Blog!
A causes B all the time
What will this mean for Obama?

...and caught on...

WHAT YOU DON'T KNOW ABOUT "A"... CAN KILL YOU! MORE AT 11...

...eventually making it to...

YOUR GRANDMA

I'M WEARING THIS TO WARD OFF "A"

...and caught on...

WWW.PHDCOMICS.COM
NON SEQUITUR

SETTING THE NEWS DELIVERY SPEED RECORD

LOCAL MAN CRUSHED BY FALLING COIN

WILEY@NON-SEQUITUR.COM
Preparing Helps You Avoid:

• “No comment!”

• “I’ve got nothing.”

• “I don’t have to answer that question.”

• “We’re going to have to take a hickey on that.”
Good Quotes Are No Accident

• Develop your messages
• Know your messages
• Ask questions
• Use your messages
• Be yourself
“One of our “mini” protesters goes down to defeat...fighting!”
Choose Your Words Carefully

subsequent to ---------------- after
utilize -------------------------- use
in the event that -------------- if
on the occasion of ----------- when
exercise caution ---------- be careful
Choose Your Words Carefully

pathogen --------------------- germ
varicella ---------------------- chickenpox
4:3:1:3:3:1 --------------------- 15 dose series
surveillance -------------- tracking and monitoring
rhinorrhea ------------- runny nose
“The administration of vaccines requires a couple of legally defined acts, prescription of the legend drug and administration of the drug to a person. The administration of drugs is within the pharmacy practice act. Occasionally the pharmacist receives a prescription from a prescriber directing the pharmacist to administer a drug.

In Washington State a pharmacist can become a prescriber by an agreement with a prescriber. The pharmacist's prescriptive authority comes about as a result of "the initiating or modifying of drug therapy in accordance with written guidelines or protocols by a practitioner authorized to prescribe drugs" section of the pharmacy practice act.

There is a standard immunization agreement used by over 500 pharmacists and practitioners. To participate the pharmacist must complete training based upon the Center for Disease Control core immunization training and become CPR certified. The access provided by pharmacists has improved rates of vaccination.”
Interview the Interviewer

- What do you want to talk with me about?
- Who else are you talking with?
- When will this story run?
- Is this live, taped, by phone, in person?
In most cases, it is more important to be understood than to be precise.
Quotes are For Emotion, Not Facts

- Stories are about people
- Key messages should be about people
- Be a “real person”
Practice...Practice
... Practice
There’s No Such Thing as “Off the Record”
Don’t Miss an Opportunity

“Is there anything else you would like to add, or did I leave anything out?”
A Few Final Tips

You look mahvelous!
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