

Making Sure Your Message Gets Heard

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THE SCIENCE NEWS CYCLE

JORGE CHAM © 2009

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 itt!!
WTH???????



...then noticed by...

We saw it on a Blog!

A causes B all the time
What will this mean for Obama?

BREAKING NEWS BREAKING NEWS BREA

CNC Cable NEWS

...and caught
on ...



4 LOCAL EYEWITNESS NEWS

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



...eventually
making it to...

YOUR GRANDMA



NON SEQUITUR

SETTING THE
NEWS DELIVERY
SPEED RECORD



WILEY
8-11

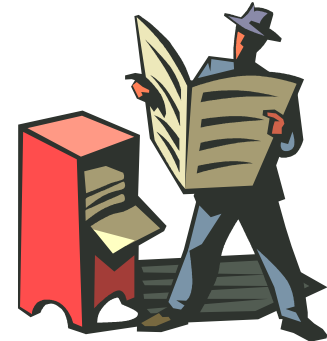
WILEY@NON-SEQUITUR.COM

WWW.NON-SEQUITUR.COM

BY WILEY. PRESS SYNDICATE

Preparing Helps You Avoid:

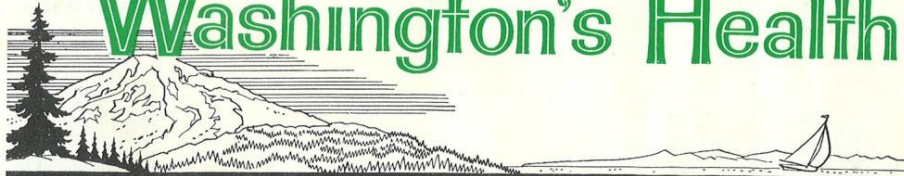
- “No comment!”
- “I’ve got nothing.”
- “I don’t have to answer that question.”
- “We’re going to have to take a hickey on that.”



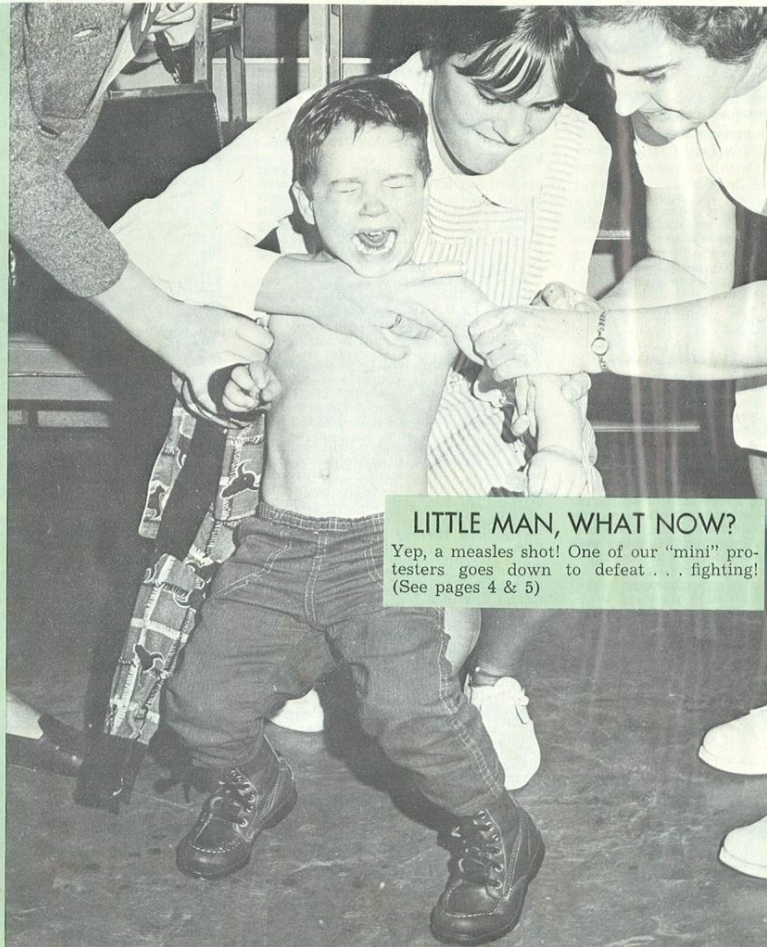
Good Quotes Are No Accident

- Develop your messages
- Know your messages
- Ask questions
- Use your messages
- Be yourself

Washington's Health



WASHINGTON STATE DEPARTMENT OF HEALTH



LITTLE MAN, WHAT NOW?

Yep, a measles shot! One of our "mini" protesters goes down to defeat . . . fighting!
(See pages 4 & 5)

Photo courtesy White Salmon Enterprise

“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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