

Media Training Luncheon and Panel Discussion

April 11, 2019, noon to 1:00 p.m.

Hilton Conference Center

Gainesville, FL

Working Title: “Effectively Communicating Your Science to the Public”

Goal: To enhance effective communication between the McKnight Brain Research Foundation, the research scientists within the McKnight Brain Institutes, the media and the public to become the national leader in providing information and resources leading to the understanding and alleviation of cognitive aging and age-related cognitive decline and memory loss.

Program Timing:

- 11:30 Buffet Lunch is available.
- 12:00 Dr. Lee Dockery welcomes the group, shares the timing of the program, and explains the purpose of the video.
- 12:05 The video begins to play.
- 12:12 Dr. Isaacson and the panelists take their place on stage at the conclusion of the video. Dr. Isaacson introduces himself and the panelists.
- 12:15 Discussion begins.
- 12:48 Dr. Isaacson concludes the discussion.
- 12:50 Dr. Isaacson opens the discussion to the audience and calls for questions.
- 1:00 Dr. Isaacson thanks the audience and the panelists and concludes the program.

Panel Moderator:

- **Dr. Richard Isaacson**, Trustee, McKnight Brain Research Foundation, Director of the Neurology Residency Training Program and Director of the Alzheimer’s Prevention Clinic, Weill Cornell Medical College.

Panelists (confirmed):

- **Dr. Carol Barnes**
Director, Evelyn F. McKnight Brain Institute, the Evelyn F. McKnight Chair for Learning and Memory in Aging, and Associate Director of BIO5 Institute of the University of Arizona; Member National Academy of Science
- **Dr. Jennifer Bizon**
Professor, Department of Neuroscience (joint appointment in Department of Psychiatry), The Evelyn F. and William L. McKnight Brain Institute of the University of Florida
- **Ms. Lynne Anderson**
Senior Health and Medical Editor, The Conversation. Atlanta, GA
- **Ms. Michelle Jaffee**
Former AP writer and Former Assistant Director of Communications for the Evelyn F. and William L. McKnight Brain Institute of the University of Florida

Potential topics:

- Best Practices and the Benefits of Science Communication
 - ✓ Making Your Science Make Sense
 - ✓ Telling a Story with Your Science
 - ✓ Using Relatable Images and Comparisons
 - ✓ Sticking to Your Message
- Talking with the Media
 - ✓ How to Handle Calls from Reporters
 - ✓ Answering Tough Questions
 - ✓ Avoid Being Misquoted
 - ✓ Working with Your Communications Professional Partner
- Reaching Out to the Media
 - ✓ How do you know if your findings are newsworthy?
 - ✓ What are journalists looking for in this changing media landscape?
- As news releases continue to be used on a more selective basis, what other approaches are working well from a PR/university communicator perspective?
 - ✓ Videos
 - ✓ Short write-ups
 - ✓ Social media (key for all approaches)
 - ✓ Op-eds

Points of emphasis/tips:

- Giving as much notice as possible prior to publication
- Being available to media on short notice
- Providing digestible soundbites
- PHI hurdles (trials, patients, etc.)
- How to avoid being misquoted

Resources:

American Association for the Advancement of Science
<https://www.aaas.org/resources/communication-toolkit>

Union of Concerned Scientists
<https://www.ucsusa.org/sites/default/files/attach/2014/09/science-communication-tips.pdf>.

The Conversation
<https://theconversation.com>