Media Messaging and More: An Introduction to Communications for Faculty

Whether it’s a call from a reporter or a request to deliver a keynote address, be prepared. Learn techniques to hone key messages about your research and clinical expertise. This one-hour workshop for faculty will get you started on how to effectively communicate those messages to colleagues and members of the media. The workshop is led by Karen N. Peart, M.S., J.D., Director of External Communications and Deputy Press Secretary in the Yale Office of Public Affairs & Communications.

This is offered twice: March 22 or March 28 at 11:00-12:00 on the medical school campus, Fitkin 618. Ms. Peart will share strategies for sharpening your message that can be used during interviews and at scientific meetings. The goal is to provide skills to communicate to and engage with members of the media, the general public, peers, patients, and potential donors. Faculty who have received this training and expect to have media interactions in the near future may also request a targeted training session at Yale’s broadcast studio.

RSVP to either session: Kimberly.Yonkers@Yale.edu
Each class is limited to 15, on a first come, first serve basis.