

## Activity Preview

# Media Training: Developing Your Message and Then Delivering it to the Public

## Activity Type

On-Demand

## Overview

The focus of this session is on messaging, how to create a message prior to an interview and how to stay on that message during the interview. The session also provides a brief overview of the current media landscape and provides basic tips for interviews.

## Learning Objectives

- 1) Identify tools for developing messages for the media and learn how to conduct successful interviews.
- 2) Become more comfortable with engaging media outlets.
- 3) Learn how to take control and steer media encounters to ensure your message is being appropriately conveyed.

## References

Chapman, B. Shankar, R., Palmer, J., Laugharne, R. (2016). Mental health professionals and media professionals: a survey of attitudes towards one another.

<https://www.tandfonline.com/doi/abs/10.1080/09638237.2017.1294731>

Kutner, L., Beresin, E. (2019). The Psychiatrist Being Interviewed by the Media.

<https://link.springer.com/article/10.1007/s40596-018-0970-y>

Louie, A. (et al). (2018). The Psychiatrist Being Interviewed by Media.

<https://link.springer.com/article/10.1007/s40596-018-0970-y#article-info>

## Faculty

**Glenn O'Neal**, is the Deputy Chief of Communications and the Director of the Office of Corporate Communications and Public Affairs for the American Psychiatric Association (APA). In that role, Glenn oversees the media relations, social media and public relations functions of the APA. Prior to joining the APA in December 2014, Glenn was a journalist with more than two decades of experience as a reporter and assignment editor. He spent the last 14 years of his journalism career as an Assignment Editor at *USA Today*, managing teams of reporters on short-term and long-term coverage for the paper and its website.

## Disclosure

Mr. O'Neal has reported that neither he nor his spouse/partner has any financial relationship with any commercial interests. Additionally, he will not be discussing unapproved or investigational use of any product.

## Target Audience

This activity is designed for psychiatrists and residents/fellows. Other groups may find this educational activity of interest including: medical students, other non-psychiatrist physicians including primary care, as well as psychologists, nurses, social workers, counselors and other mental health care professionals.

## Estimated Time to Complete

Estimated Duration: 1 hour

Begin Date: October 5, 2020

End Date: October 5, 2021

## Continuing Medical Education Credit

This activity has been planned and implemented in accordance with the accreditation and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the American Psychiatric Association (APA) and the Ohio Psychiatric Physicians Association (OPPA). The APA is accredited by the ACCME to provide continuing education for physicians.

The American Psychiatric Association designates this enduring material for a maximum of 1 AMA PRA Category 1 Credit. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## How to Earn Credit

Participants who wish to earn *AMA PRA Category 1 Credit*™ or a certificate of participation may do so by completing all sections of the course including the evaluation. After evaluating the program, course participants will be provided with an opportunity to claim hours of participation and print an official CME certificate (physicians) or certificate of participation (non-physicians) showing the completion date and hours earned.

## Planner Disclosures

- Karen Jacobs, DO, Cleveland Clinic Foundation
  - *Reports no financial relationships with commercial interests.*
- Victoria Kelly, MD, University of Toledo
  - *Reports no financial relationships with commercial interests.*
- William Resch, DO, The Ohio State University Medical Center, Columbus
  - *Reports no financial relationships with commercial interests.*
- Suzanne Sampang, MD, University of Cincinnati
  - *Reports no financial relationships with commercial interests.*
- Janet Shaw, MBA, Ohio Psychiatric Physicians Association, Columbus

- *Reports no financial relationships with commercial interests.*
- Kristi Williams, MD, University of Toledo
  - *Reports no financial relationships with commercial interests.*
- Elizabeth Yoder, MD, Private Practice, Columbus
  - *Reports no financial relationships with commercial interests.*

## Technical Requirements

This internet-based CME activity is best experienced using any of the following:

- The latest and 2nd latest public versions of Google Chrome, Mozilla Firefox, or Safari
- Internet Explorer 11+

This Web site requires that JavaScript and session cookies be enabled. Certain activities may require additional software to view multimedia, presentation, or printable versions of the content. These activities will be marked as such and will provide links to the required software. That software may be: Adobe Flash, Adobe Acrobat Reader, Microsoft PowerPoint, and Windows Media Player.

Optimal System Configuration:

- Browser: Google Chrome (latest and 2nd latest version), Safari (latest and 2nd latest version), Internet Explorer 11.0+, Firefox (latest and 2nd latest version), or Microsoft Edge (latest and 2nd latest version)
- Operating System: Windows versions 8.1+, Mac OS X 10.5 (Leopard) +, Android (latest and 2nd latest version), or iOS/iPad OS (latest and 2nd latest version)
- Internet Connection: 1 Mbps or higher

Minimum Requirements:

- *Windows PC:* Windows 8.1 or higher; 1 GB (for 32-bit)/2 GB (for 64-bit) or higher RAM; Microsoft DirectX 9 graphics device with WDDM driver; audio playback with speakers for programs with video content
- *Macintosh:* Mac OS X 10.5 or higher with latest updates installed; Intel, PowerPC G5, or PowerPC G4 (867MHz or faster) processor; 512 MB or higher RAM; audio playback with speakers for programs with video content

For assistance: Contact [oppa@oppa.org](mailto:oppa@oppa.org) for questions about this activity | Contact [learningcenter@psych.org](mailto:learningcenter@psych.org) for technical assistance.