

MGH Public Affairs Office is a resource available to you...

The MGH Public Affairs Office wants you to know that it is available as a resource to MGH faculty and staff to promote their work, process media requests and to assist with media events. The office handles on average 1 - 2 science releases per week. In addition to the media component, the office handles internal MGH communication (e.g. Hotline), design and communication (e.g. brochures) as well as leading the MGH bicentennial planning effort.

For general media requests, you just need to call the Public Affairs Office at (617) 726-2206 and let them know you have something of interest. This could be a new project you are working on or a great idea that is coming to fruition. The Public Affairs Office



The Public Affairs Office recommends that you call them as early as possible, as to allow for plenty of planning time. The office works on a "beat" system and they will assign someone to your story. The Public Affairs staff are collegial with many reporters, and can help you navigate your story to the best outlet. They will gather information and get the background of your story. On a case by case basis, they decide what is best: a press release, an exclusive interview, an annual report story or a patient story profile. The more time they have to assist you in this process, the better the outcome.

In addition, if a reporter calls you, they can also help you prepare for the interview. They understand the "media business" and can help you present your best story. They will help you develop your message. They make you think about your piece: what is your message? What are you hoping will come from this? They provide tools to create solid message points.

From the Center – Donna Lawton



We hope that you enjoyed the holidays with your family and friends. With the new year here, it is always a time for self reflection. Now is a good time to be thinking about your career. Please remember that Mary Clark, PhD, former Associate Dean for Faculty Affairs is available for career advancement consultation every Tuesday in our office...the time is now to make an appointment. Make it one of your New Year's resolutions!

In addition, as you know, HMS has changed the CV criteria. Maureen Connelly, MD will be on site in February to review these changes with you. Please join us for this event on Monday, February 2, 2009 at noon in the Thier Conference Room. Familiarizing yourself with the new CV format can also be on your resolution list!

Happy New Year!

Best,

A handwritten signature in cursive script that reads "Donna".

Please remember: the Public Affairs Office has experience in a vast array of media issues and you should feel free to reach out and utilize the office for your story! Contact them as soon as you have something — don't wait!



A representative of Public Affairs is available 24 hours a day seven days a week with an on-call page rotation (pager #28383) through the hospital page operator (617) 726-2066.

Claflin Distinguished Scholar Awards – Reflections and guidance from past Claflin scholars to future

On Thursday, December 4, 2008, the Office for Research Career Development and Office for Women's Careers jointly sponsored a panel discussion aimed at informing and inspiring women who are eligible to apply for Claflin Distinguished Scholar Awards. The panel brought together four esteemed MGH faculty members who were all recipients of Claflin Awards during the early phases of their careers: Sylvie Breton, PhD; Paola Divieti-Pajevic, MD, PhD; Rochelle Walensky, MD, PhD and Wilma Wasco, PhD. Senior staff of the Executive Committee on Research (ECOR), which administers the Claflin awards, were also present. Nancy Risser, ECOR Director and Maureen Shanley, ECOR Program Manager answered questions and offered valuable advice to the audience of potential applicants.

The panelists each offered their personal perspective on the value of the Claflin Award for their early career development. In addition to offering practical advice, the panelists were unanimous in emphasizing the importance of the Claflin due to the intangible boost that

it gave to their professional development during a life stage when many female faculty are feeling stress from the competing priorities of work and family. The Claflin Award, all agreed, inducted them into a new 'family,' a supportive group of women faculty who helped them to see that "it can be done," and who remain a significant source of encouragement long after the award money was spent. And the award also offered a significant morale boost, with the strong message that MGH supports researchers in their family obligations. Each of the panelists has gone on to win independent grant support and faculty promotions, and they encouraged applicants to contact them personally with any questions about the Awards.



Panel members from left to right: Drs. Sylvie Breton, Paola Divieti-Pajevic, Rochelle Walensky and Wilma Wasco

Ask us



Donita Boddie

Donita Boddie, Director of Public Affairs, MGH shares her thoughts on the MGH media guidelines.

When do I contact the Public Affairs Office? You should call the office with any media questions you may have. If you have a planned event, an emergency question, or have a general

media request. General media requests may range from receiving a call from a reporter for an interview or publishing an important paper.

What should I do if I am contacted by a reporter for an interview? Please notify Public Affairs. If you or your staff members have an existing relationship with a reporter and agree to an interview, please inform Public Affairs asap. Knowing about media activity enables the Public Affairs Office to track and report any resulting news coverage.

What if the media asks about a patient? Any patient information released to the media must be provided by the Public Affairs Office. Patient confidentiality is the highest priority. For condition requests, the office only uses a one-word condition — good, fair, serious or critical — in accordance with American Hospital Association guidelines and HIPAA requirements. No other information is released without the consent of the patient and/or family members.

My paper was just published on a journal, should I inform the Public Affairs office? Researchers should contact the Public Affairs Office as soon as they learn a paper has been accepted by a peer-reviewed journal. Public Affairs can discuss appropriate strategies for communicating the information. Such scientific publications often present opportunities for media coverage. Embargoes are always honored. Contact Sue McGreevey (manager of science and research communications) at (617) 724-2764.

awardees

Tips from past Claflin Award winners to future applicants:

- » Remember that your application will not be read by experts in your specific field; reach out to the review panel by making your science accessible to a general group of scientists.
- » Do not focus on the family obligations section of the application to the detriment of the research proposal section. You will make the maximum impact on the review panel as a scientist.
- » Be as succinct as possible in describing both your science and your family obligations.
- » Give your letter writers ample time to write their best letter. Letters of recommendation are a critical part of the application. Don't 'disguise' a letter of collaboration as a letter of recommendation. Recommendation letters should come from senior colleagues and mentors.
- » Show that you are actively applying for other grants, this makes you a stronger applicant. Applying for an R01 does not exclude you from applying for a Claflin Award.
- » Don't give up if rejected the first (or second!) time you apply. As with any grant application, apply and re-apply.

Call for applications - Claflin Distinguished Scholar Awards

Applications are invited for grants! The Claflin Distinguished Scholar Awards are two-year awards for junior faculty women investigators in basic and clinical research. Each award includes funding of \$50,000 in direct costs plus 15% indirect costs per year. Funds may be used to support a technician, postdoctoral fellow or graduate student and supplies. Funds cannot be used for support of the investigator's salary, except with specific approval of ECOR.

Application deadline is no later than 3:00 pm on Wednesday, February 18, 2009. Applications must be delivered to the Executive Committee on Research (ECOR), 50 Staniford Street, 10th Floor, Suite 1001. Questions may be addressed by email to ecor@partners.org or by telephone to (617) 726-1548.

For more information, visit: <http://www2.massgeneral.org/facultydevelopment/owc/pdf/ClaflinCallforApplications2009.pdf> for a copy of the official call sent by ECOR.

Quick tips

Soundbite tips by Ellan Cates -

Most interviews, print and broadcast, will be edited. But it's the reporter (or his editor) who will choose just what snippet of the interview will go on the air or appear in print.

How do you influence the reporter to choose the few sentences that you think are most important? Use the "Three S's" as guidelines. Keep it:

1. SIMPLE — Boil your message down to its essence. No complex thoughts, no jargon.
2. SHORT — Keep it less than 10 seconds or about the length of a bumper-sticker slogan.
3. "SCINTILLATING" — Use vivid language, draw word pictures, make it memorable.

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From CFD seminar "On the Record: Maximizing Your Media Opportunities" held Oct. 27. For more tips, check out: <http://www2.massgeneral.org/facultydevelopment/cfd/past+events.html>

Can I bring in a film crew to my department for my documentary? Any member of the media or any film crew or photographer coming on to hospital property with a camera of any type — still or video — must be accompanied by a Public Affairs staff member. The Public Affairs representative will obtain the necessary clearances and consents. Public Affairs must be informed and involved in advance of all shoots, including those for promotional or training videos and matters unrelated to MGH.

Do we have a recording studio available in the hospital? The Public Affairs Office delivers live broadcast interviews on demand. Our in-house ReadyCam studio provides broadcast-quality audio, video and lighting allowing us to put our experts in front of the media fast. The studio is operated remotely by experienced broadcast professionals at Videolink. These services are available 7 days per week, 24 hours per day. From breaking news to quick soundbites we are able to respond to the media — no matter where they are. For more information or to book the studio, please contact the Public Affairs office at (617) 726-2206.



Faculty Spotlight

Brian M. Alexander, MD, Department of Radiation Oncology, was recently selected by the President's Commission on White House Fellowships as one of only 14 White House Fellows to participate in America's most prestigious fellowship programs for leadership development and public service.

Marcela del Carmen, MD, Vincent Obstetrics and Gynecology Service, was one of the finalists for the Schwartz Center Compassionate Caregiver Award.

Alessandra Peccei, MD, Vincent Obstetrics and Gynecology Service, was recently named one of the 2008 winners of the Ernesto González Award for Outstanding Service to the Latino Community.

Laura E. Riley, MD, Vincent Obstetrics and Gynecology Service, was recently named one of the top doctors in America for women by the Women's Health magazine. Dr. Riley also co-chaired the National Quality Forum's steering committee that set-up the standards for Perinatal Care.

Anthony L. Zietman, MD, Department of Radiation Oncology, was recently elected to serve as the President-Elect of the American Society for Therapeutic Radiology and Oncology (ASTRO) - the national radiation oncology professional society. Following his term as President-Elect, Dr. Zietman will assume the role of President.

Join us in congratulating these faculty members!

Faculty Development Seminar: Work-Life Balance Series Navigating the Challenges of Eldercare

Seminar will provide tips and tools so participants can respond with confidence when their elder needs help.

Speakers: Janet T. Loughlin, LICSW, CEAP and

Barbara E. Moscovitz, MSW, LICSW

Monday, January 12, 2009 • noon to 1 pm

Thier Conference Room

rspv: cfid@partners.org or (617) 724-0818.

Orientation Lunch for New Research Faculty

Orientation lunch to get researchers started and acquainted at MGH.

Tuesday, January 20, 2009 • noon to 1 pm

rspv: orcd@partners.org or (617) 643-1606.

Faculty Development Seminar: Negotiation Series The Path to Negotiation

This two-part workshop will lead you on the path to negotiation. Part I focuses on Negotiation Essentials - the structure of negotiation. Part II focuses on Dealing with Difficult Tactics - learn strategies on how to best handle negotiators who use difficult tactics, stonewalling, and hard-bargaining at the negotiation table.

Speaker: Robert C. Bordone, Harvard Law School

Wednesday, January 28, 2009 • 10 am to 2 pm

Thier Conference Room

rspv: cfid@partners.org or (617) 724-0818.

New HMS CV Format

Informational session to learn about the new HMS CV format and what these mean for you.

Speaker: Maureen T. Connelly, MD, Associate Dean for Faculty Affairs, Harvard Medical School

Monday, February 2, 2009 • noon to 1:30 pm

Thier Conference Room

rspv: cfid@partners.org or (617) 724-0818.

Orientation Lunch for New Research Fellows

Orientation lunch to get researchers started and acquainted at MGH.

Wednesday, February 18, 2009 • noon to 1 pm

rspv: orcd@partners.org or (617) 643-1606.

Mary Clark, PhD available for career advice

Dr. Clark, former Associate Dean for Faculty Affairs at HMS works with the Center for Faculty Development as a consultant on developing an academic career. She meets individually with faculty members to discuss professional development, career trajectory, academic promotion and your CV (including the narrative).

One hour appointments are available each Tuesday. To request an appointment, please call (617) 724-0818 or email cfid@partners.org.

Advance is a publication of the
Center for Faculty Development
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Editorial Staff

Donna Lawton • Ann Skoczinski, PhD • Brenda Vega

Massachusetts General Hospital
55 Fruit Street, Bulfinch 370, Boston, MA 02114
Phone: (617) 724 - 0818, Fax: (617) 726 - 0568
Email: cfid@partners.org