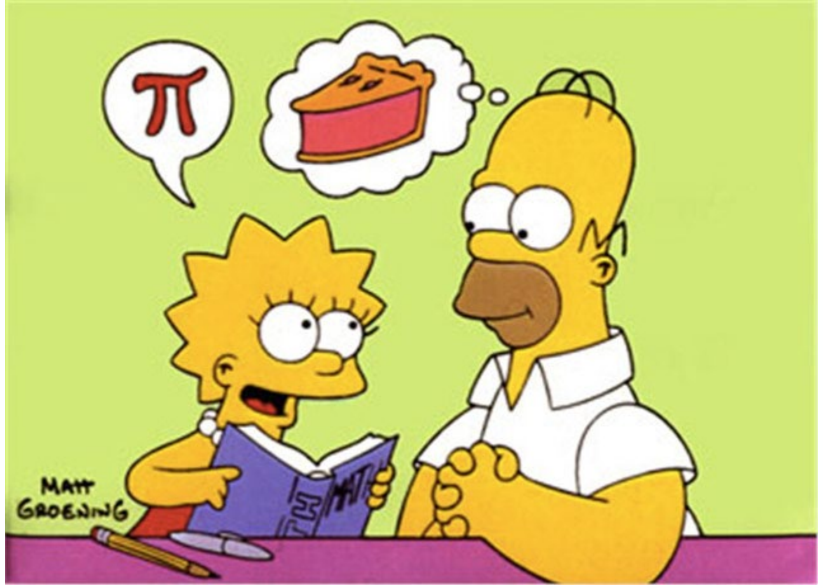


September 25, 2024
Jim W. Harper
HOBI Marketing Manager

How to communicate before you graduate

The Whys and The Hows

Objectives

Inspire you to:

- Find your story
- Understand audience types
- Play with messages

ICE-BREAKER

It's Easy!

Move your seat (wait for "Go!")

- Sit in chronological order of birth Month / Day
  - Start new row when row in front is filled
- January 1 … February … etc. …
  - … July …
  - November …. December 31.

- Time to complete = ?

UF UNIVERSITY of FLORIDA

My background

South Floridian

YMCA story

Education

UF College of Journalism and Communications UNIVERSITY of FLORIDA

M.A. in Mass Communication, 1996

FIU

M.S. in Environmental Studies, 2014

Work at UF

UF Communi-gator since 2017

- IFAS international project "Livestock Lab"
  - Video: [Get Tips for Communicating with the Public]
- HOBI since 2023

Tell Your Story

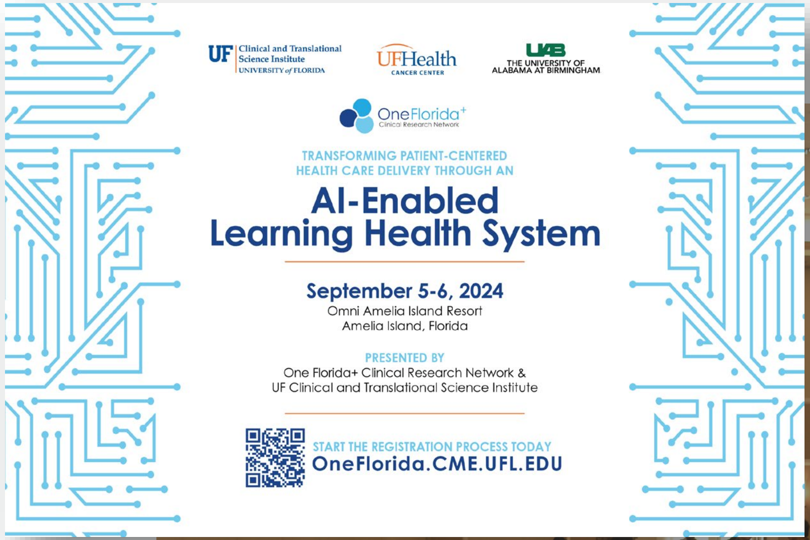
- **Peter Embi, MD**

  Chair of the Department of Biomedical Informatics, Vanderbilt University Medical Center

- Keynote: Informatics and the Learning Health System

  Start of talk on LHS?

  Mystery tumor



Keynote
Beginning and Ending

Before removal of 10 cm tumor

Pheochronocytoma = Incredible Hulk!

UF Practice

What's your story?

- Tell a personal experience that relates to your research or health issues
- 2 minutes per person

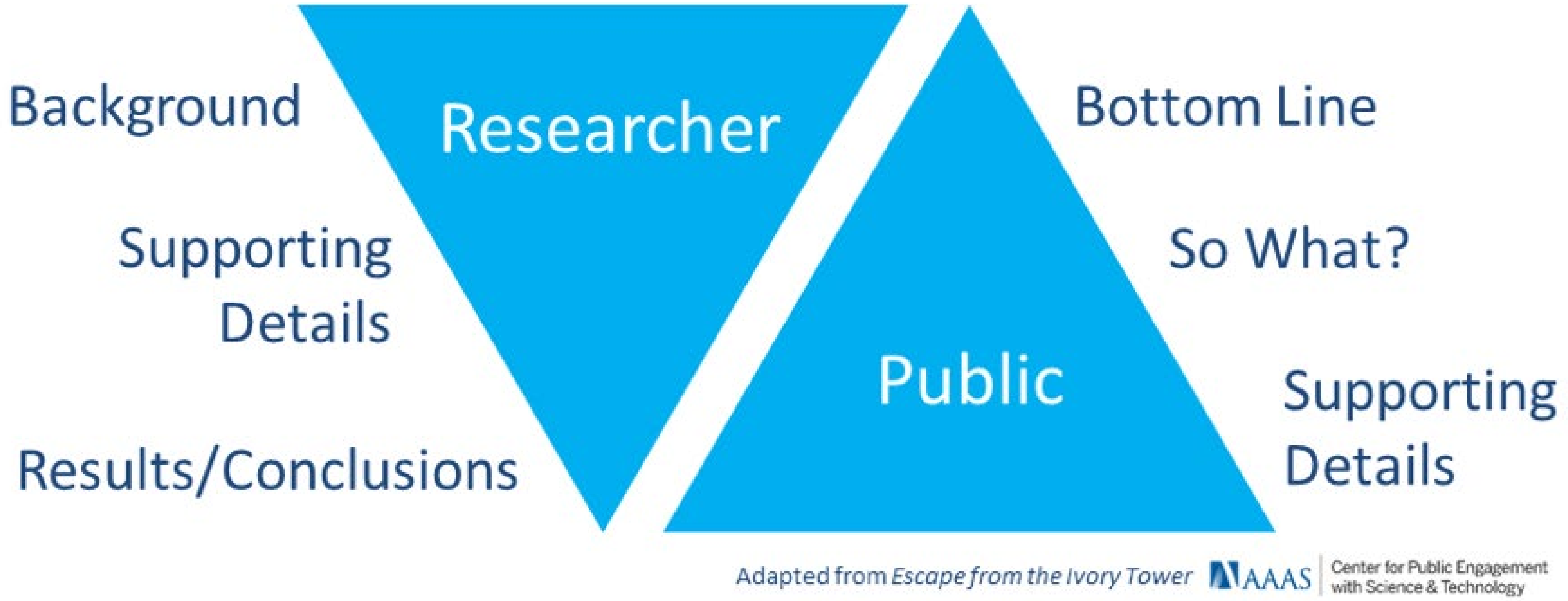
What's the first consideration?

Hint: it's not about you

AUDIENCE, AUDIENCE, AUDIENCE

Scientific vs. public audiences

opposite approaches

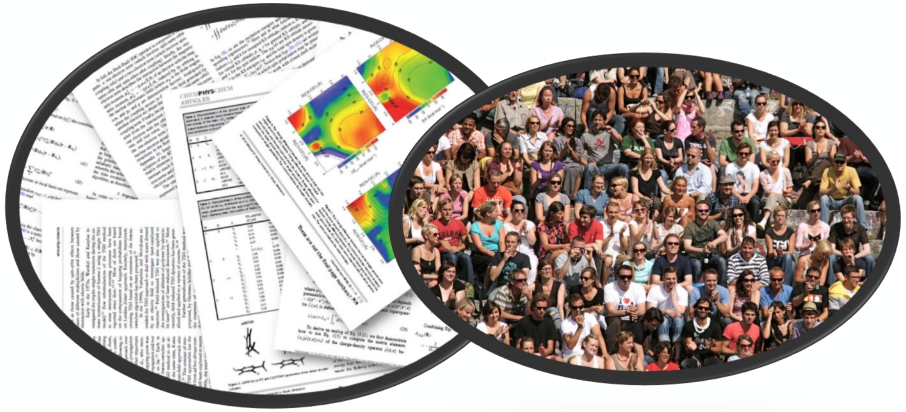


You can move between and blend, depending on AUDIENCE

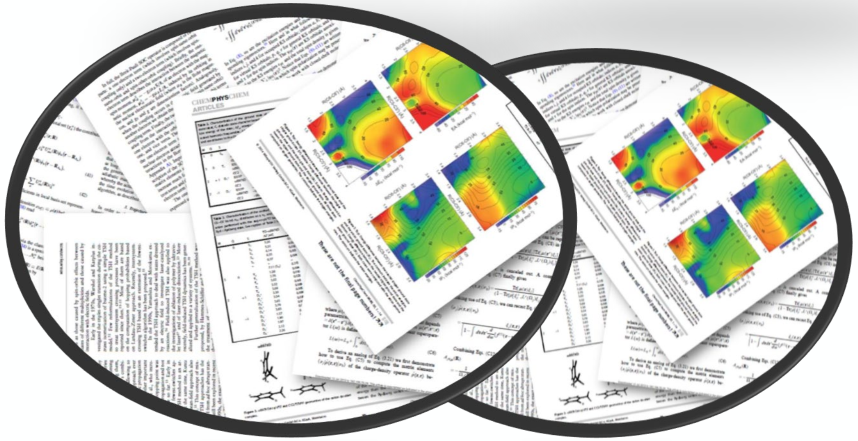
Why communicate broadly?

- Importance of public outreach has grown
- Often required by grants
- Prevent mis-information with proactive, useful information
- Overcome information overload

Use same strategies

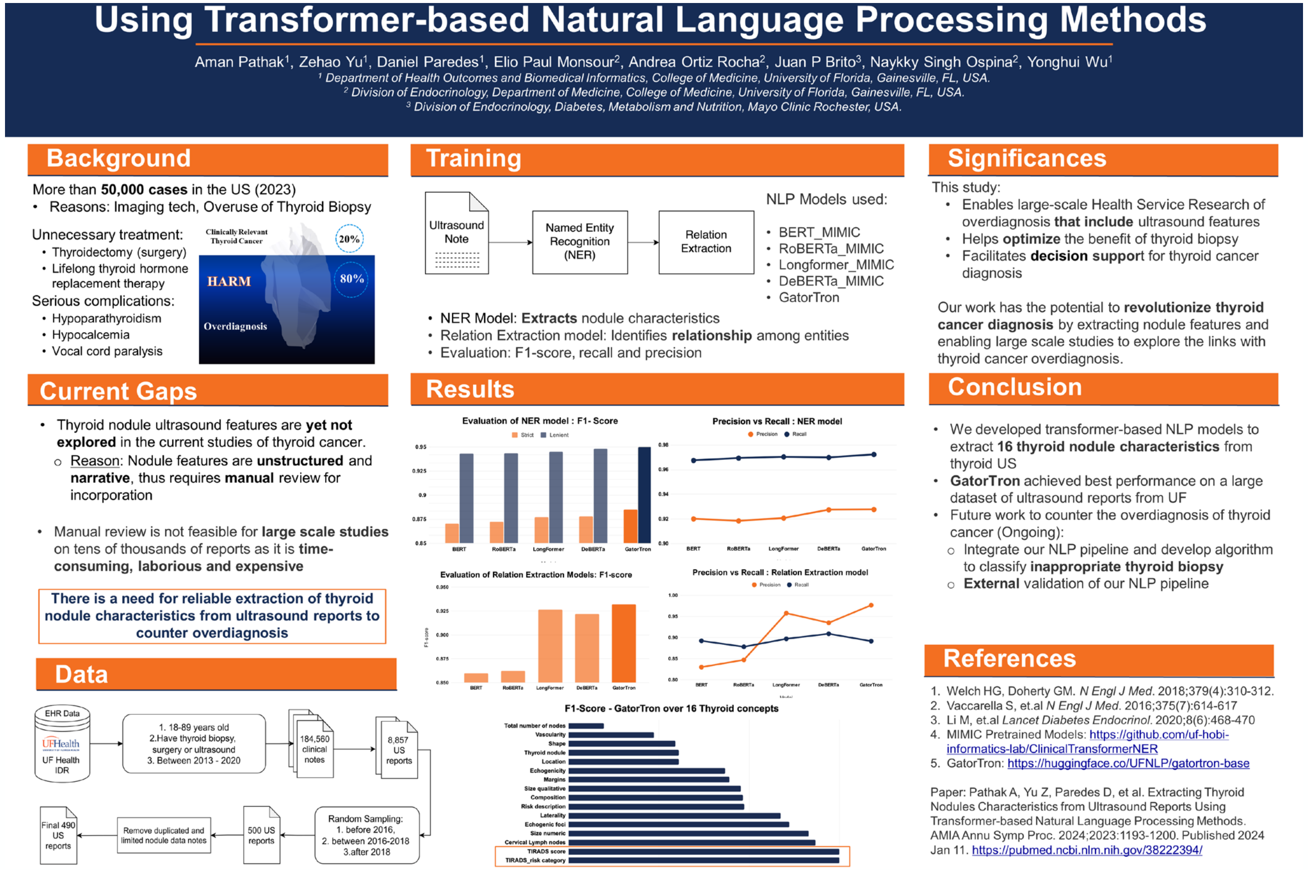


Scientist-to-scientist



- Know your audience
- Tell story
- Transmit clear, limited messages
    - PowerPoint slides

Scientific posters & presentations

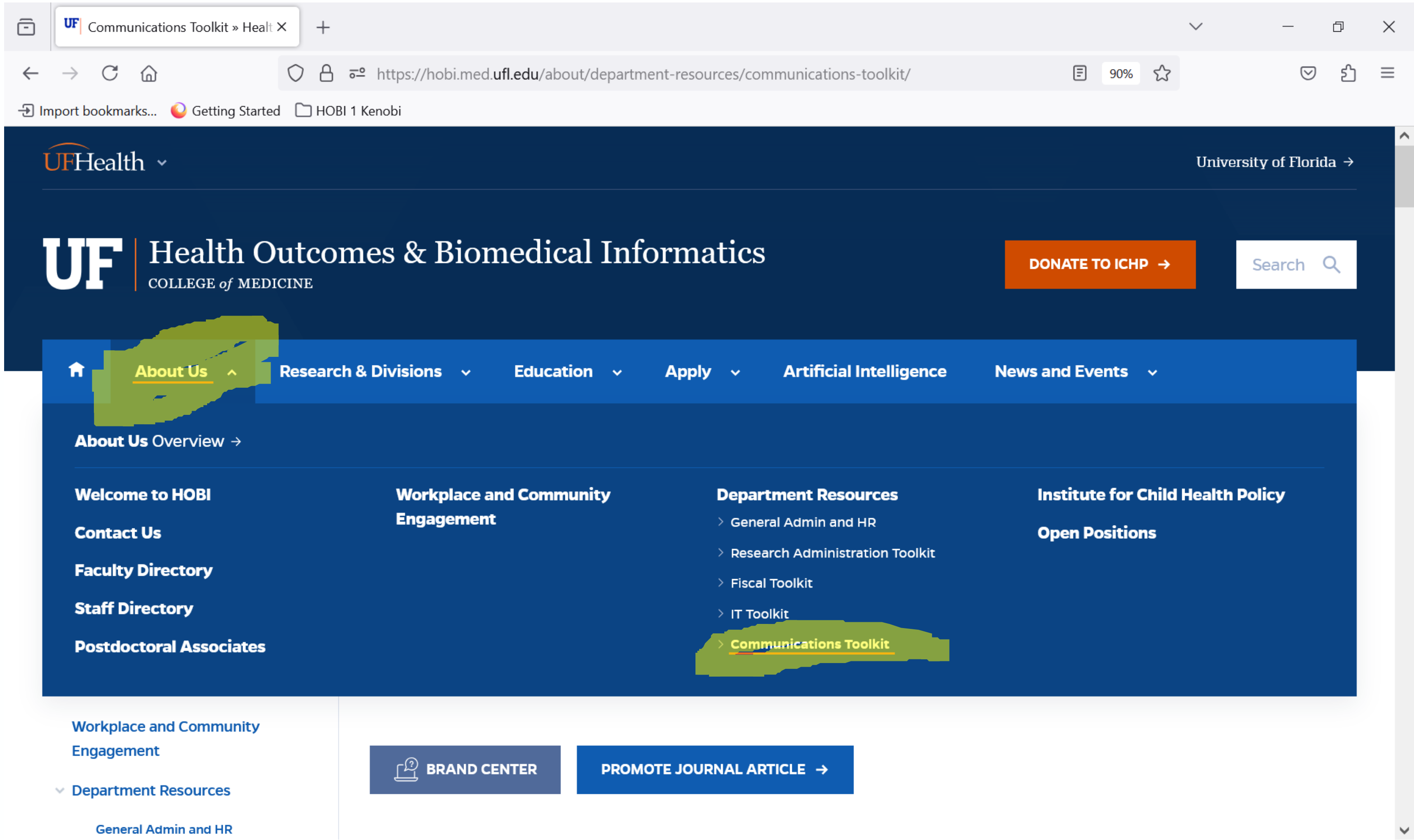


Winner at LHS conference

Aman Pathak

Metaphor of iceberg

Resources


Communications Toolkit » Healt
https://hobi.med.ufl.edu/about/department-resources/communications-toolkit/
90%
Import bookmarks...
Getting Started
HOBI 1 Kenobi
UFHealth
University of Florida →
UF Health Outcomes & Biomedical Informatics
COLLEGE of MEDICINE
DONATE TO ICHP →
Search
About Us
Research & Divisions
Education
Apply
Artificial Intelligence
News and Events
About Us Overview →
Welcome to HOBI
Contact Us
Faculty Directory
Staff Directory
Postdoctoral Associates
Workplace and Community Engagement
Department Resources
General Admin and HR
Research Administration Toolkit
Fiscal Toolkit
IT Toolkit
Communications Toolkit
Institute for Child Health Policy
Open Positions
Workplace and Community Engagement
Department Resources
General Admin and HR
BRAND CENTER
PROMOTE JOURNAL ARTICLE →

Resources

https://hobi.med.ufl.edu/about/department-resources/communications-toolkit/

- PPT template
- Poster template
- Logos
- Stock photos

College of Medicine
Health Outcomes and Biomedical Informatics
UNIVERSITY *of* FLORIDA

Conclusion

- **Tell interesting stories**
- **Define each audience**
- **Build your communication muscles**
- **Keep calm**
  - Lifelong process of learning & growing

Thank you!

Contact us:

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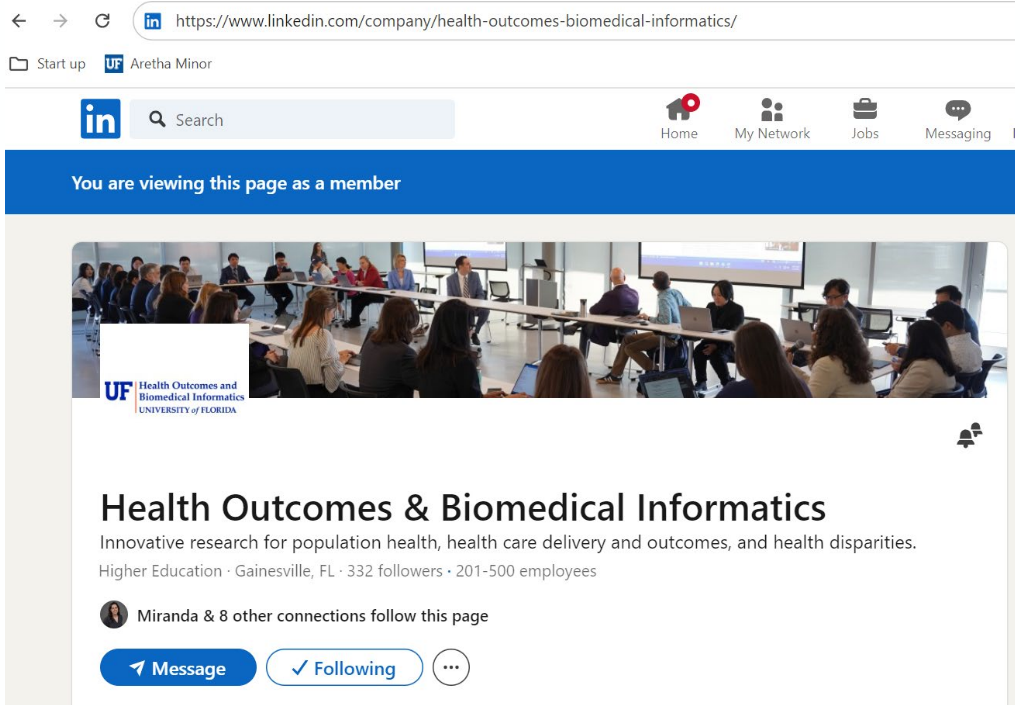
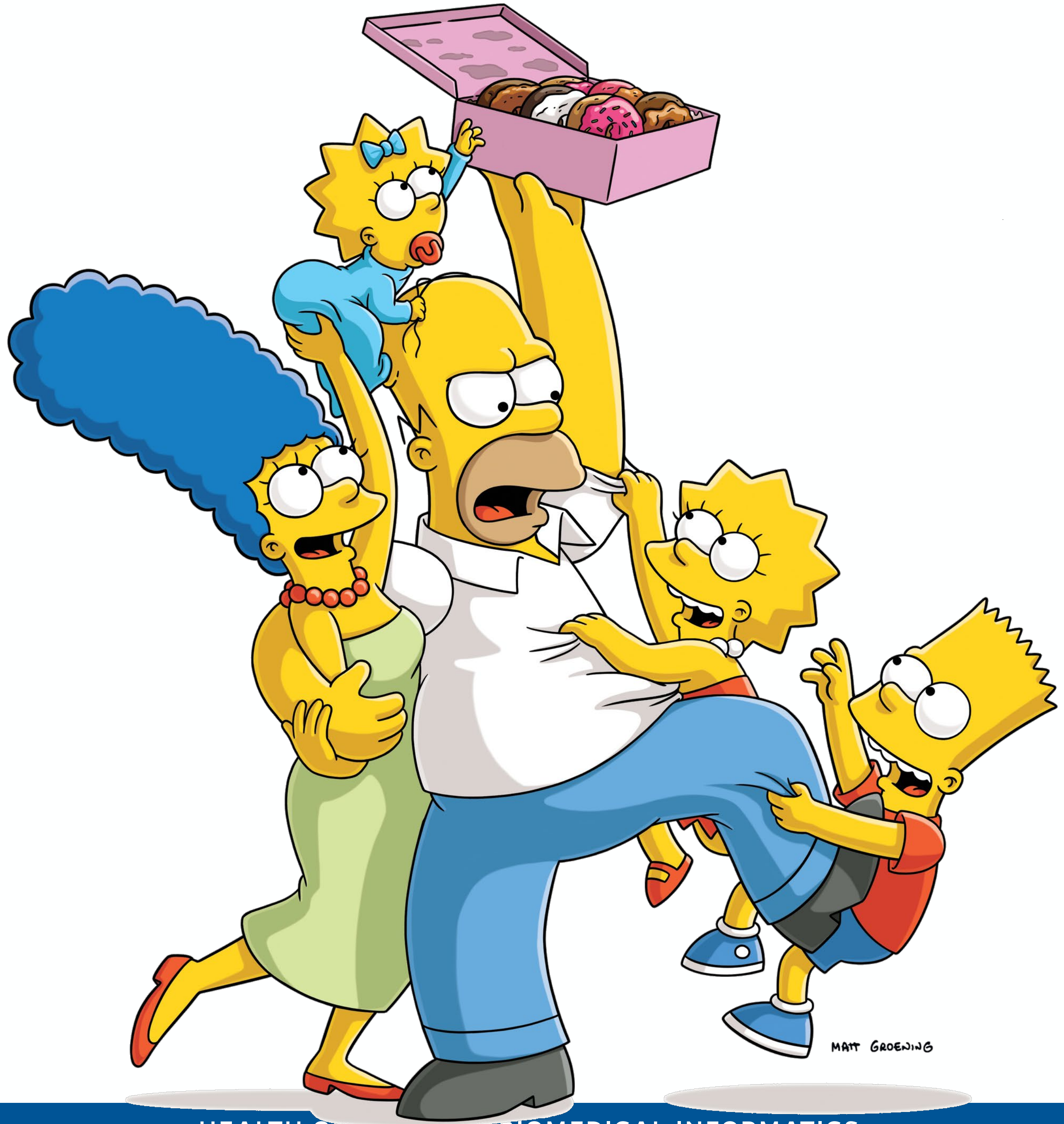
Join HOBI on LinkedIn:




MATT GROENING