

# Research!America's Programs

## Promoting Basic Research in the New Age of Communications

Despite the expressed appetite of the public for more news coverage of health research, fewer science-trained journalists are finding positions in financially-constrained newsrooms. Meanwhile, journalism schools and communications departments are experiencing record enrollments as aspiring young journalists seek to be part of the social media revolution.

At this time of change in journalism and science, as well as a time of change for the public and political frames of both, Research!America offers a program that addresses challenges scientists and journalists face in communicating with the public and with each other; we now seek to take it forward to new sites.

The program includes a mix of speakers, panel discussions and audience interaction. To set the stage with timely public opinion data, Research!America presents a new state or national poll on issues relating to science and news coverage of science, for discussion at the forum.

Research!America's science and the media forums seek to foster better communication of science to the public through the news media and better understanding of professional journalism by researchers. They serve to build relationships, establish constructive dialogue, and disseminate strategic and practical information to professionals and others who care deeply about these issues.

### Target Audiences

- Students in journalism, medicine, public health and other health/science fields
- Scientists in academic and independent research institutions, industry and other settings
- Public health professionals
- Patient advocates
- Policy and communications staff at research and health-related organizations
- Journalists and editors at national and local mainstream media, science journals and blogs on research and health
- Federal and state elected officials and their staffs

Research!America's science and media programs consistently draw strong attendance from students and professionals alike. Leading journalists and scientists are eager to participate as speakers, to engage in addressing these issues. Evaluations from attendees have provided consistently positive feedback to Research!America's science and media programs. In addition, media coverage before and after the program reaches a broad public audience.

Beyond the immediate benefits of the programs themselves, hosting a forum has prompted the host faculty and university leadership to discuss adding a science reporting class to their journalism curricula or a science communications class to their medical school curricula.

For information on partnership opportunities, please contact Thayer Surette at [tsurette@researchamerica.org](mailto:tsurette@researchamerica.org).



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