



University of Michigan
School of Public Health
**Michigan Center
for Public Health
Preparedness**

The Media and Public Health
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Why am I here?

Life experience is
increasingly media
experience



Pop Quiz



For News People

- Consider this scenario:
 - In a city of 1,000,000 people, there's a disease that affects 1 in 100,000.
 - How many people in the city have the disease?



For News People

- Say there's a test that is right 90% of the time; that is, if someone has the disease the test will detect it 90% of the time and if someone does not have the disease the test will clear them 90% of the time.
- If you test everyone in the city, what will be the results?



For News People

- What the difference between statistically significant and clinically significant?



For News People

- When researchers report that a certain factor or characteristic is linked to a particular condition or disease, what does that mean?



For News People

- What is an epidemic?



For Public Health

- How much time does a daily news reporter have to work on the average story?



For Public Health

- How many words are in a typical TV news story?



For Public Health

- How many stories a year does a typical daily news reporter write?
- How many people does he or she interview?



For Public Health

- Pick a story you recall from today's news. Name as many of the people named in the story as you can... and their affiliations.



For Public Health

- Name a reporter you know personally... someone you could call with a story suggestion.



For Public Health

- What is a deadline?



For Public Health

- If a reporter contacts you with a question and you are too busy to respond right away, what is the reporter likely to do?




Don't Call Us Partners

- Journalists are jealous of their independence



News Culture

- Yes, even reporters have community values



Health Education ≠ Journalism

Sometimes on the same road,
but different destinations



Diverse Voices

- Who are we talking to... and with?
- Why should we care?
- Health vs. Health Care



Diverse Voices

- What is “race”?
- Socioeconomic status/poverty
- Healthy immigrants



Diverse Voices

- Connecting newsrooms with diverse communities



Action Items for Media/Public Health

- Navel Gazing: How do you interact with M/PH?
- Survey your M/PH environment
- Engage with M/PH
- Ally with other beats