

Dear Faculty,

Throughout the pandemic and the social justice movement, many of you have become more interested in educating the public about medicine and science through media activities. In support of this effort to provide accurate, timely information to our community, The Office of Faculty and Office of External Affairs' Communications and Public Affairs division have created a new training initiative: **Thought Leadership Training Program for Media**.

Led by the Weill Cornell Medicine media relations team along with trusted external experts, the program will train faculty members on successful interactions with the Op-Ed process and media interviews. The program consists of two courses requiring a total of five hours of class commitment. Ideally, the program is to support early-career faculty, but is open to all faculty, and includes:

- **Course #1 Op-ed Writing:**  
Faculty will learn the techniques, tools and best practices for writing and placing effective Op-Eds as well as other bylined pieces (e.g., medical trade bylines). The course will outline successful Op-Ed structure, what Op-Ed editors seek from submissions, tips for building, writing and editing, as well as the process for placing the piece. Additionally, the course will cover how to avoid problematic journalistic issues and provide techniques to maximize the effectiveness of an Op-Ed.
- **Course #2 Media Training:**  
Faculty will learn effective techniques and messaging to maximize media interviews that will lead to greater understanding of and increased visibility for participants' work and expertise. The course will emphasize the importance of interview preparation and message development, how to translate and deliver complex scientific messages to lay audiences, and tips and techniques to navigate the interview successfully.

The two-course sequence will start with the Op-Ed session, followed by the Media Training session. To provide faculty members individualized attention, each course will have a maximum of 5 participants.

Each faculty member will be required to confirm his/her commitment to the five class hours as well as any related preparation. After completion, the WCM media team will assist and counsel faculty on how to put their skills and new learnings into practice.

Following are the sessions and dates:

**Session 1:**

Op-Ed Training: Friday, March 18, 2022 at 10:30 a.m. – 12:30 p.m.

Media Training: Friday, April 8, 2022 at 10:00 a.m. – 1:00 p.m.

**Session 2:**

Op-Ed Training: Friday, March 18, 2022 at 2:00 p.m. – 4:00 p.m.

Media Training: Friday, April 15, 2022 at 1:00 p.m. – 4:00 p.m.

**Session 3:**

Op-Ed Training: Thursday, June 23, 2022 at 10:30 a.m. – 12:30 p.m.

Media Training: Thursday, July 21, 2022 at 10:00 a.m. – 1:00 p.m.

**Session 4:**

Op-Ed Training: Thursday, June 23, 2022 at 2:00 p.m. – 4:00 p.m.  
Media Training: Thursday, July 28, 2022 at 1:00 p.m. – 4:00 p.m.

For faculty interested in applying for the **Thought Leadership Training Program for Media**, applications can be accessed [here](#). Chair approval is required for participation.

Educating the public about health, medicine and science is a valuable part of Weill Cornell Medicine's mission. We encourage you to apply for this unique professional development opportunity to learn the skills and best practices to hone your messages for effective communications.

Sincerely,

**Katherine A. Hajjar, MD**

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