

Discovery Channel "Medicine and the Media" Elective

Grantor: Discovery Communications/American Medical Association

Closes: 3/15/2012

Maximum: \$3,000.00

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Deadline: March 15, 2012

Discovery Communications, the leading global real-world media company, is offering an exclusive four to six week elective for American Medical Association (AMA) medical student and resident/fellow members. As part of Discovery's ongoing dedication to education, Discovery Channel produces continuing medical education (CME) programs that air on the Discovery Channel weekly. During the elective, one AMA medical student and one AMA resident/fellow will each work closely with all members of the Discovery team to develop a medical education program that will air on the network and be viewed by over 2 million people. This exciting opportunity gives the student and resident/fellow hands-on experience in the translation of rigorous scientific data into an entertaining and informational program. To apply for the elective, please complete the application located at www.ama-assn.org/go/discovery by March 15.

Objectives

- Develop concepts of evidence-based medicine with emphasis on translating research into practice;
- Determine how to create medical and health programming geared for both physicians and patients in multiple mediums, including TV, DVD, radio, and internet;
- Develop key outcome measures and metrics when assessing health and medical programming; and
- Understand the way that media transmits medical information.

Activities

- Work under direct supervision of a physician – Chief Medical Expert / Vice President, Continuing Medical Education, Discovery Channel;
- Assigned at least one specific topic and develop a script for a CME program, select appropriate faculty members on the topic, and follow the program through production to premiere;
- Assist in the development of grant proposals for future CME programs on a variety of topics;
- Use evidence-based principles in researching topics;
- Work with production and development teams to help create medutainment (medical information that is also entertaining); and
- Travel to shoots and development meetings to bring medical expertise.

The student and resident/fellow will work primarily at Discovery Communications headquarters in Silver Spring, MD, but will also travel to relevant on-site and studio shoots for the program. A stipend will be provided to cover living expenses based on length of rotation (\$3,000 for four-week rotation). Dates and length of rotation are flexible. As part of this opportunity, students and residents/fellows will also spend one day in the AMA Washington, DC office with our media

relations staff, learning about the ins and outs of working in the field.

Applications for the Elective are due March 15, 2012.

Link: <http://www.ama-assn.org/ama/pub/about-ama/our-people/member-groups-sections/resident-fellow-section/awards-grants.page?>