

GWU Health Communication and Marketing presents our second 2009-2010 symposia:

The Role of New Media in Health Journalism & Health Communication



**Tuesday, November 17, 2009
4:30 p.m.—6:00 p.m.
Ross Hall, Room 101**

New and social media are rapidly changing the way journalists work and report news. This is especially true in health and health care. Blogs, social networking, and mobile applications have affected coverage ranging from the Iranian election protests to the health care reform debate in the US. On November 17, the GW symposium series will explore these changes, their effect on social marketing concepts such as media advocacy and media agenda setting, the brave new world of health and health care journalism, and where we are headed.

SPEAKERS:

SHELBY KNOX

Speaker/Activist/Organizer

CRAIG STOLTZ

Director of Web Services, USDA

MASON ESSIF

Senior VP, Ogilvy Public Relations

Co-sponsored by the Mid-Atlantic Public Health Training Center (MAPHTC), the Metropolitan Washington Public Health Association (MWPHA), PSI, and the Metropolitan Washington Council of Governments (MWCOG).

No charge (except for CHES or Nursing credit).

RSVP to maphtc@hotmail.com

Registration Required ONLY for Continuing Education purposes
Register online by November 15, 2009 at www.jhsph.edu/maphtc
Click on "Trainings and Events" and "Event Calendars"

****First timers need to register AND choose the program****

Note: National Capital Area SOPHE has awarded 1.5 Category I CHES CHECK for this activity.

*** Checks will be the only form of payment accepted for CEUs ***



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