



MEDICAL STUDENT & RESIDENT/FELLOW ELECTIVE *“Medicine & the Media”*

Discovery Communications, the leading global real-world media company, is offering an exclusive four 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. We’re please to announce that opportunities will be available for a Winter and Summer elective.

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 Summer Elective are due March 15, 2010.** Applicants not selected for the Summer elective must resubmit for the Winter elective if they wish to be considered for it. Winter elective applications are due September 15, 2010.

For more information on this exciting opportunity, please contact the AMA:

- Medical students – Contact Katherine Torres-Hertz at (312) 464-4742 or katherine.torres-hertz@ama-assn.org.
- Residents/Fellows – Contact Patrick O’Keefe at (312) 464-4978 or patrick.okeefe@ama-assn.org.



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Application Form

All medical student and resident/fellow members of the American Medical Association (AMA) are eligible to apply for an exclusive elective in health communications with Discovery Channel in Silver Spring, MD. The Elective will begin at an agreed upon time (January-March for the Winter elective, June-August for the Summer elective) and will last a minimum of four weeks. Discovery will compensate living expenses (\$3,000+ based on length of elective). One AMA medical student and one AMA resident/fellow will be selected. Please submit the completed application and supporting information via one of the various options below.

Deadline for Summer elective applications: March 15, 2010

Notification: mid to end of April

Applicant Information

Name:

First

Middle Initial

Last

Address:

Street Address

City/State:

City

State

Zip Code

Telephone:

Fax:

Daytime Phone

E-mail address:

Medical School:

Graduation date (or expected completion):

Residency/Fellowship Program:

Expected Completion:

Applicant is an AMA Member (required): Yes No

AMA Member Since:

Please choose one:

Applicant is a current medical student:

Applicant is a current resident/fellow:

Submitted By (signature of applicant):

Availability:

APPLICATION MATERIALS MUST BE RECEIVED BY MONDAY, MARCH 15, 2010.

Medical Students

Mail to:

**American Medical Association
Dept. of Medical Student Services
515 N. State Street, 14th Floor
Chicago, IL 60654**

Fax to: (312) 464-5845

Or email to mss@ama-assn.org (If using email, make sure you scan in signatures.)

**For application questions, please call:
(800) 262-3211 ex. 4742**

Residents/Fellows

Mail to:

**American Medical Association
Dept. of Resident and Fellow Services
515 N. State Street, 14th Floor
Chicago, IL 60654**

Fax: (312) 464-5845

Or email to rfes@ama-assn.org (If using email, make sure you scan in signatures.)

**For application questions, please call:
(800) 262-3211 ex. 4978**

SUPPORTING INFORMATION

PLEASE SUBMIT A TYPED RESPONSE TO THE FOLLOWING ACCOMPANIED BY THE APPLICANT'S CURRENT CURRICULUM VITAE. PLEASE DO NOT SEND ANY OTHER MATERIALS AS THEY WILL NOT BE CONSIDERED IN MAKING SELECTIONS.

1. Candidate's Statement of Interest

(Not less than 50, nor more than 250 words, on why you want to participate in the Discovery Channel "Medicine & Media" elective. Please also include what you consider to be your major strengths and qualifications for the position and what benefits you believe are likely to result from your participation.)

Signature of Applicant

Date