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Sharing your research with the public

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Abstract

Academics in communications fields are developing new approaches that seek to educate the public as well as medical professionals in important scientific areas. An example of this is the rise of social media as a platform to discuss important medical events. As this type of public engagement will only continue to grow, we will consider and discuss the best manner of developing interactions between scientists and society.

Biography

Along with a successful tenure at Stanford Hospital & Clinics, Edelman Worldwide and Ruder Finn, Sarah Sherwood has been promoting organizations in the well-being, science, and medical industries, and working with top scientists and innovators for over twenty years. Her success and creativity in the field has won the confidence of colleagues in Chicago, Washington, D.C., and the San Francisco Bay Area.

Sarah's experience includes putting together the first news department at Stanford Hospital & Clinics. She was responsible for building a new department that would serve the news media internationally, nationally, and locally to promote the adult hospital and all 16 clinics. Sarah managed a nearly one-million-dollar budget and developed new campaigns that gave Stanford Hospital a record amount of media coverage.

Sarah was responsible for supervising accounts in the healthcare practice for two international public relations agencies, soliciting new business, and counseling clients in media relations and third-party development. Her efforts included working with Motorola Healthcare Solutions Group, Roche Diagnostics, the American Association of Diabetes Educators, and the American Liver Foundation. Through her relationships with The New York Times, USA Today, the Chicago Tribune, the Chicago Sun Times, the American Hospital Association, and others, Sarah was able to place her clients' messages in high-circulation publications. In addition, she developed strategies in third-party development for her clients to assist them in forming key relationships with essential audiences

Before settling in Chicago to work for Edelman Worldwide, Sarah was a development coordinator for the Kamber Group, the eighth largest public affairs firm in Washington, D.C. She was responsible for raising funds for the AFL/CIO and the National Lesbian and Gay Health Association. Sarah produced direct mail that raised a record amount of funds for both the AFL/CIO and NLGHA, and raised a record amount for a growing health association.

Before working at the Kamber Group, Sarah began her career in politics for Clinton/Gore in 1992. She managed an office for Kathleen Brown in 1994.

Sarah has a master's degree in public communication from American University in Washington, D.C., and a bachelor's degree from San Jose State University in California..