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| ***SEDL’s Center on Knowledge Translation for Disability and Rehabilitation Research***  **2014 Online KT Conference:**  **Effective Media Outreach Strategies** | | | | |
| **Oct. 27-29-31, 2014 (12:00-4:00 PM EDT each day)**  **Conference website:** [www.ktdrr.org/conference](http://www.ktdrr.org/conference)  This online conference will focus on Knowledge Translation (KT) efforts using various media strategies to expand the reach and use of disability and rehabilitation (D&R) research findings. Journalists and other experts representing traditional media, social media, and special focus media outlets will share their perspectives on effective strategies to promote the uptake of disability-oriented research findings.  **Register (free):** [www.surveygizmo.com/s3/1749209/2014-KTDRR-KT-Conference](http://www.surveygizmo.com/s3/1749209/2014-KTDRR-KT-Conference)    **FINAL AGENDA**  **Mon., Oct. 27: Focus on Traditional and Mainstream Media** | | | | |
| **Time (EDT)** |  | **Session** |  | **Presenter** |
| 12:00 – 12:10 p.m. |  | Overview and Welcome |  | Joann Starks, *KTDRR* |
| 12:10 – 12:30 p.m. |  | NIDRR Update and Perspectives on KT |  | John Tschida, *NIDRR*  Pimjai Sudsawad, *NIDRR* |
| 12:30 – 1:15 p.m. |  | Research in a World Where Media is Everywhere and Nowhere |  | Tim McGuire, *ASU Center on Disability and Journalism* |
| 1:15 – 1:25 p.m. |  | BREAK |  |  |
| 1:25 – 2:10 p.m. |  | Working with the Media and Lay Audiences |  | Donna Lockett, *Scientist Knowledge Translation Training Workshop* |
| 2:10 – 2:20 p.m. |  | BREAK |  |  |
| 2:20 – 3:05 p.m. |  | Making the Connection with Working Reporters |  | Sylvia Rincon, *Sinclair Broadcasting Group, Inc.* |
| 3:05 – 3:15 p.m. |  | Orientation to Interactive Discussion |  | Kathleen Murphy, *KTDRR* |
| 3:15 – 4:00 p.m. |  | Interactive Discussion with Tim McGuire and Sylvia Rincon |  | Presenters, participants |

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| **Wed., Oct. 29: Focus on Electronic and Social Media** | | | | |
| **Time (EDT)** |  | **Session** |  | **Presenter** |
| 12:00 – 12:15 p.m. |  | Day 1 Review, Day 2 Overview |  | John Westbrook, *KTDRR* |
| 12:15 – 1:00 p.m. |  | Peeking Behind the Magic Curtain: Demystifying the Tools and Strategies of the Digital Age |  | Bonnie Zink, *Institute for Knowledge Mobilization* |
| 1:00 – 1:15 p.m. |  | BREAK |  |  |
| 1:15 – 1:30 p.m. |  | Plain Language Summary Tool |  | Mark Harniss, *University of Washington* |
| 1:30 – 2:00 p.m. |  | Why Clear Language Summaries? |  | Michael Johnny, *York University* |
| 2:00 – 2:15 p.m. |  | BREAK |  |  |
| 2:15 – 3:00 p.m. |  | Engaging Communities through Social Media |  | Bruce Newbold, *McMaster University* |
| 3:00 – 3:15 p.m. |  | Orientation to Breakout Rooms |  | Ann Williams, *KTDRR* |
| 3:15 – 4:00 p.m. |  | Interactive Discussions – Breakouts | | Presenters, participants including grantees |
| YouTube (Breakout A)  Facebook (Breakout B)  Twitter (Breakout C) | Mark Harniss, Marsha Ellison, Brittany Smith  Bruce Newbold, Katty Inge, Cate Weir  Bonnie Zink, Marisa Demaya, Salimah LaForce, Carolann Murphy | | |
| **Fri., Oct. 31: Focus on Disability Media and KT Supports** | | | | |
| **Time (EDT)** |  | **Session** |  | **Presenter** |
| 12:00 – 12:15 p.m. |  | Day 2 Review, Day 3 Overview |  | Kathleen Murphy |
| 12:15 – 1:00 p.m. |  | From Your Research to Our Readers |  | Josie Byzek, *New Mobility Magazine* |
| 1:00 – 1:10 p.m. |  | BREAK |  |  |
| 1:10 – 1:55 p.m. |  | Ability Magazine |  | Chet Cooper, Lia Martirosyan,  *Ability Magazine* |
| 1:55 – 2:05 p.m. |  | BREAK |  |  |
| 2:05 – 2:55 p.m. |  | Resources and Supports of NIDRR’s Knowledge Translation (KT) Centers:  1. ADA-KT Center  2. KT for Employment Research  3. Intl. Rehab. Res. Info. & Exchange (CIRRIE) |  | Moderator - John Westbrook  Kurt Johnson, Mark Harniss  Kathleen Murphy  Shannon Patridge |
| 2:55 – 3:05 p.m. |  | BREAK |  |  |
| 3:05 – 3.55 p.m. |  | Continued - NIDRR’s KT Centers  4. KT for Tech. Transfer (KT4TT)  5. Model Systems KT Center  6. Nat. Rehab. Information Center  7. KT for D&R Research (KTDRR) | | Jim Leahy  Dahlia Shaewitz, Cynthia Overton  Mark Odum, Jessica Chaiken  Joann Starks |
| 3:55 - 4:00 p.m. |  | Wrap Up and Adjourn |  | John Westbrook |