**From Your Research to Our Readers**

Presenter: Josie Byzek

Text version of presentation for 2014 KT Conference: Effective Media Outreach Strategies sponsored by SEDL’s Center on Knowledge Translation for Disability and Rehabilitation Research.

Conference information: https://www.ktdrr.org/conference/

Slide template: Bar at top. On the right: An Online Conference for NIDRR grantees. Bar in middle: Knowledge Translation Conference Effective Media Outreach Strategies, Hosted by SEDL’s Center on Knowledge Translation for Disability and Rehabilitation Research.

Slide 1: From Research to Our Readers

Josie Byzek

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Slide 2: From Your Research to Our Readers

By Josie Byzek,

Managing Editor and Social Media Manager,

New Mobility Magazine, 718/803-3782; Jbyzek@unitedspinal.org, [www.newmobility.com](http://www.newmobility.com)

Screenshot of a cover of New Mobility magazine with medical staff standing behind a man in a wheelchair.

Slide 3: We covered Neurobridge in our magazine because:

* There was a compelling press release that presented this breakthrough from the viewpoint of people who use wheelchairs
* Great images were provided
* The media contact was very responsive.

Slide 4: There is POWER in lifestyle. Screenshot of a New Mobility Cover picturing a woman sitting in a chair next to a wheelchair. The caption reads Working, Beating the Odds, Navigating the Benefits Maze

Slide 5: Feed the Beast. Drawing of a man feeding papers to a giant laptop with sharp teeth.

Slide 6: Facebook sure is fun! But more importantly than that — it builds community.

Screenshot of New Mobility Magazine’s facebook page.

Slide 7: DON’T:
#HashtagRandomPhrases 2 mk ur pt ne1 cn see it invites h8ers n 4 gd rsn.

DO:
Our managing editor Josie Byzek is presenting "From Your Research to Our Readers" on Oct. 31 at the online [https://www.ktdrr.org/conference/](http://www.ktdrr.org/conference/).

Slide 8: Quick Facts:

New Mobility is by people with physical disabilities for people with disabilities.

Over half of our editorial staff and all of our freelancers are people with some sort of SCI/D.

Slide 9: Quick Facts:

The majority of our stories, even complex health-related stories, are told through the experiences of wheelchair users.

Slide 10: Quick Facts:

BUT we also expect our freelancers to be knowledgeable about relevant studies or literature and to interview leaders in the field that’s being written about, when that’s appropriate.

Slide 11: Quick Facts:

What our readers care most about is what can help to increase their mobility and quality of life NOW, today, not tomorrow. Although we all are interested in research trends, we all know most likely any new cure will benefit those newly injured or diagnosed with an SCI /D.

Slide 12: Duplication of Slide 4- There is POWER in lifestyle. Screenshot of a New Mobility Cover picturing a woman sitting in a chair next to a wheelchair. The caption reads Working, Beating the Odds, Navigating the Benefits Maze

Slide 13: We especially need facts and stats and access to easy-to-understand research in these topic areas:

* Travel (domestic and foreign)
* Sexuality and Relationship (including parenting)
* Health (everything from UTIs and pressure wounds to aging-related secondary conditions)

Slide 14: Continued- We especially need facts and stats and access to easy-to-understand research in these topic areas:

* Equipment (standers, wheelchairs, newest iGadgets)
* Transportation (planes, trains and automobiles)
* Advocacy
* Media portrayal of disability
* Employment and education

Slide 15:

Our “Taming our Fear of Flying” package contains:

* Information on rights and filing a complaint
* Reader survey on the flying experience for wheelchair users.
* A Flying 101 article for those who’ve not flown before.
* Lots of images and personal anecdotes
* Update on Delta Airlines disability committee

Picture of a man riding on top of an airliner. A wheelchair is flying behind the plane.

Slide 16: Translating from “Research Study” English to English English

We want our readers to have access to the most up-to-date information possible. But sometimes what a study means and what we think it means may not match.

Picture of a green sign with Chinese characters above and the English translation, “Tiny grass is dreaming.”

Slide 17: Can you spot all the adaptive equipment I’m wearing or that’s part of my kayak?

Picture of Josie in a blue kayak in the water.

Slide 18: Thank You!

Josie Byzek

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Slide 19: Disclaimer

This presentation was developed for grant number H133A120012 from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR), Office of Special Education and Rehabilitative Services (OSERS), U.S. Department of Education. However, the contents do not necessarily represent the policy of the Department of Education, and you should not assume endorsement by the federal government.