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AFTER THE INTAKE INTERVIEW

**December 16**



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PSYCHOLOGICAL PRACTICE WITH  
INDIVIDUALS OF LATIN  
AMERICAN DESCENT

# Communicating Psychological Expertise to the Public

Andrea Bonior, Ph.D.  
Georgetown University

*Presented by the National Register  
in Collaboration With The Trust*



NATIONAL REGISTER  
OF HEALTH SERVICE PSYCHOLOGISTS

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Andrea Bonior, Ph.D., is a licensed clinical psychologist and the author of the recently released “Detox Your Thoughts,” which grew from her viral BuzzFeed feature of the same name. For fifteen years, she was the voice behind the Baggage Check mental health advice column and live chat for the Washington Post, now appearing as “Ask Dr. Andrea.” She is featured regularly as the psychologist contributor to CNN’s *The Lead with Jake Tapper*, and has been interviewed by NPR, *The Today Show*, *Good Morning America*, *The New York Times*, *USA Today*, *Glamour*, *Self*, and *Refinery29*. Her blog for Psychology Today has more than 20 million views, and she is a sought-after speaker. She serves on the faculty of Georgetown University, where she recently won a national Excellence in Teaching Award by the Society for the Teaching of Psychology.



# Disclosures/Conflicts of Interest

- Other than books I have authored and my employment by The Washington Post, I have no financial interest in anything mentioned by me today.

# References/Citations

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# Learning Objectives

1. Identify the most common pitfalls and misconceptions surrounding media participation and public outreach by psychologists.
2. Describe the benefits and drawbacks of this work, including ethical considerations, across different types of outreach.
3. Apply specific strategies to grow visibility as a public-facing expert voice.

CNN

Videos

LIVE TV



### CORONAVIRUS PANDEMIC

#### GLOBAL

TOTAL CASES	DEATHS
458,900+	20,800+

#### UNITED STATES

TOTAL CASES	DEATHS
64,000+	898

SOURCE: CNN, JOHNS HOPKINS UNIVERSITY

#### SOON: CORONAVIRUS BRIEFING

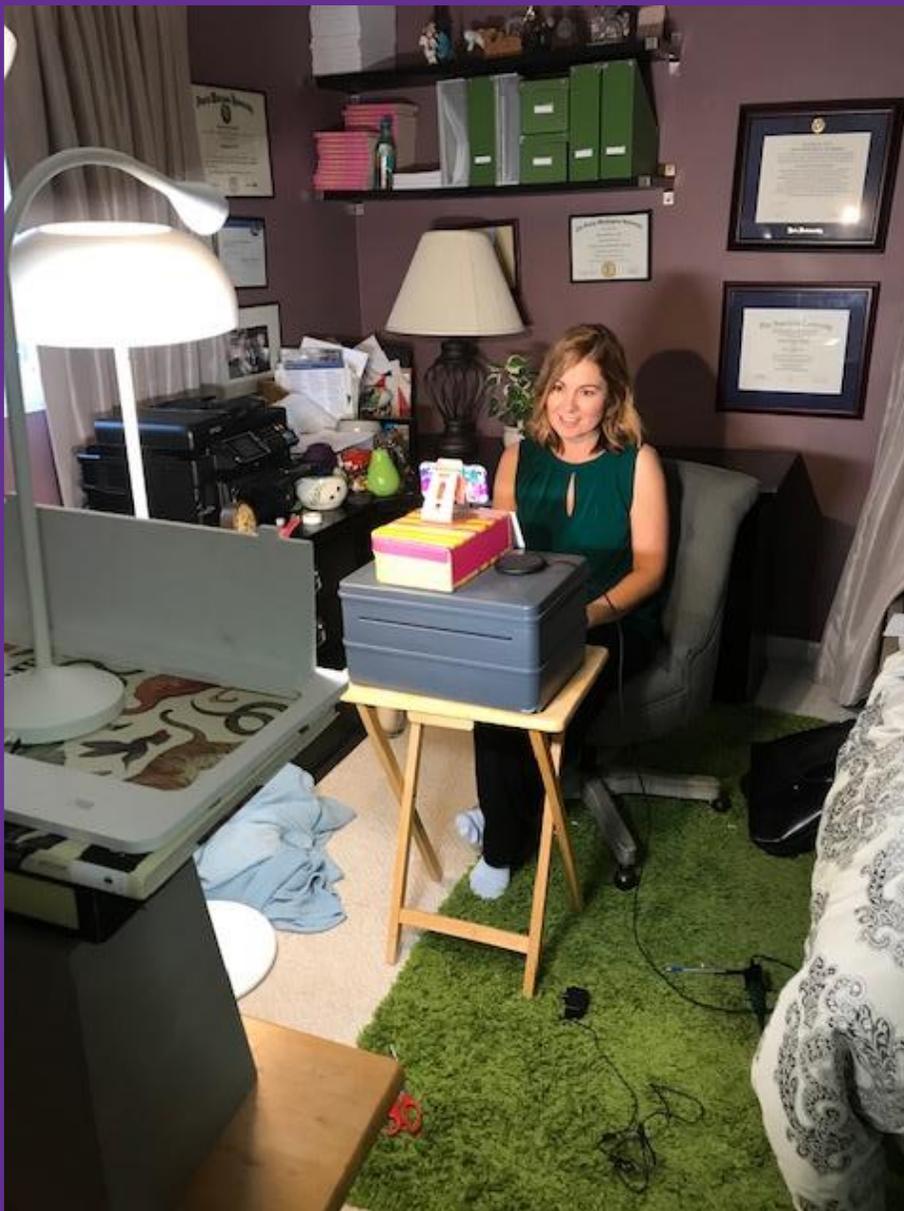


**CORONAVIRUS STRESS**

**HOW TO BALANCE KIDS AND SCHOOL AND WORKING FROM HOME**



NAS ▼ -33.56



This work is not for the faint of heart.  
It often goes directly against our personalities.

- You may be asked to oversimplify complex ideas
- You must manage the discomfort of self-promotion
- Often it is a one-time interaction without follow-up
- You need to use negotiation and business skills that clinical practice rarely calls upon
- You may be called upon to reject unethical requests, be persistent against misconceptions, and work with egos that are on the large side
- There are many people who want to take your money

# Common Misperceptions of Media Work by Psychologists

- That this is an immediately viable extra income stream
- That journalists and the public are interested in being educated in all the nuances of behavioral science
- That because you want to do this and know your stuff, it will be straightforward or easy, or everyone will be welcoming
- That writing a book should always be the end goal
- That X amount of work leads to Y amount of success

# Benefits of Having a More Public Role

- Shaping the mental health conversation in your community or even nationally, and being an advocate
- Having the role of teacher
- Addressing larger sociological themes that aren't as touchable in therapy
- Using skills and personality traits that are not usually used in therapy
- Speaking more freely than in therapy, or even giving advice
- Building new relationships with new types of colleagues, in new types of workplaces
- Having an alternative facet of your career for long-term flexibility

# Drawbacks of a Public Role

- Journalists have their own agendas and needs, and they often go directly against yours
- You can work for hours and hours and hours for very little compensation
- If you become a public figure, you will be much more vulnerable to criticism, shaming, and privacy violations
- It hurts to see your words misconstrued
- It can create confusion and blurred boundaries with your clients
- Luck is involved (let's just admit it!)

# Ethical Considerations

- Your books, talks, blogs, social media posts, podcasts, and media interviews are not therapy
- Similarly, therapy is not your books, talks, blogs, social media posts, podcasts, and media interviews!
- You may get inquiries that are not clear about what they are asking for, or are inappropriate
- You may be asked to speak outside of your expertise
- The topic of suicide can be particularly tricky
- Your role may get blurry for your current or prospective clients
- You may reveal more on your personal life in public than you would want your clients to know

# Ask Yourself:

- What are my goals? What is the means, versus what is the end?
- What are the values I want to hold on to?
- What are my credentials and expertise, and how can those help others? Do I need to bolster them for credibility?
- What are my strengths personally, and how may those translate?
- Who is the audience I want to reach?
- What can I add to the conversation that isn't already being said?
- What is my message? How would I sum it up in an elevator pitch?

# Starting Out

- Specialty, specialty, specialty
- Begin building a social media presence. Which forum is best for your style?
- Get comfortable with putting out content that no one will see and no one will pay for (sorry!)
- Be ready to play the reciprocity game
- Think about how you are willing to open yourself up to be vulnerable
- Think *shareable* and easy to digest
- Put yourself on a schedule, and automate output where you can
- Consider Upwork for administrative or social media help
- Trust the snowball effect

# Your Website

- Photography and design are important
- Get a professional headshot, or several
- Don't ignore Search Engine Optimization (SEO)
- Don't assume that more money equals higher quality
- Look at it from the eyes of a journalist, not just a client
- The more you can ready yourself for honest opinions, the better
- Have people from multiple demographics critique it

# Broadcast Media

- HARO (Help a Reporter Out)
- Equipment: a few quality pieces are all that is needed
- Soundproof your space
- Your smartphone can do a lot
- Quality wi-fi
- Beware glare and ring light halos
- Dress: solid colors are always best, and jewelry and complicated textures can interfere with sound

# Print Media

- LinkedIn
- HARO again!
- Journalists' needs may be at odds with yours
- The perils of being paid by “exposure”
- Beware of plagiarism, and being taken out of context
- Build relationships, which grow exponentially over time
- Journalists almost never circle back with the piece itself
- Don't pay a publicist unless you have a specific product

# Book Publishing

- Traditional versus self-publishing versus hybrid
- Is the book a means or an end?
- Realistic financial expectations
- Query letters, book proposals, agents, and platforms
- Most books don't make much money– even with the traditional advance
- If you self-publish, invest in professional design
- Publicity and marketing are so, so hard but ultimately are what make or break you

# Podcasts

- Focus more on being a guest rather than starting your own, at least in the beginning
- Be realistic about the uphill battle for audience
- Production value is everything, but it need not be expensive
- Listen to as many as possible and build relationships
- Note what works and what doesn't
- If you start your own, stick to a schedule and have a cohesive theme

# Speaking

- You must speak for free at first. Period.
- Video yourself and get brutal feedback
- You must shift away from therapist voice, and even from professor voice
- Work on developing a style that is not reading slides
- Consider the role of virtual speaking, which may last far further into the future than we have thought about
- National Speakers Association, speakermatch, espeakers, LinkedIn

# Blogging and Social Media

- Consider the demographic you want to reach
- Consider your strengths and best mode of messaging when choosing which forum is the best fit
- Focus on creating a community
- People quickly tire of self-promotion
- Strike an appropriate balance between personal and professional
- Look at changing trends and consider getting in on the ground floor with a new technology

# Many Ways to Define Success

- Remember that even if one person reads your words, you are making a difference
- Public outreach helps more people find your practice as well
- The media needs more credentialed and experienced voices
- Mental health conversations are happening more publically than ever before

# Q&A



- Dr. Sammons will read select questions that were submitted via the Q&A feature throughout the presentation.
- Due to time constraints, we will not be able to address every question asked.