

Tim Poor
News Editor
Ozioma
Washington University in St. Louis

The interviewee's role

Well, I'm a journalist by training. I worked at the St. Louis *Post Dispatch* for a number of years as a reporter and an editor. And I joined the health communications research lab in 2009 to really work on Ozioma Two and to develop and train new specialists to enhance our news releases. So my role as the editor – I'm the editor of the news service and I write some of the news releases, I edit them all, and I put the local information into them. When we decided to start Ozioma Three, I guess you could call it – Ozioma Online – I've been a member of that team in the development stages. I'm kind of the resident journalist here and so they kind of look to me for usability information. I've tested it out. I've made suggestions on how to improve the program.

There were some challenges in making the transition to academia for me. People who are in research, accuracy is very important to them as it is in journalism. But language that you use in academia is very different from the language you use in newspapers. And being very precise, is very important for academics. It's not quite as important in newspapers and you don't really have the room to be as precise as you might like to be and the readers aren't probably going to understand it. So I've had to kind of translate some of the health information from the academic world into language that people can – normal newspaper readers – can understand.

KEYWORDS: Barriers and challenges, Interdisciplinary approach, Interviewee's role on project, Ozioma, Research team