Eleven Ways to Spread the Word at Your School

1. **Mass E-mail**
   - Most schools use e-mail as the main method of information dissemination, with one or two other additional methods to spread the word.
   - To avoid e-mail overload, be selective about the information that is sent by e-mail:
     - Some schools use mass e-mail for urgent information only and communicate standard updates another way.
     - Some reps forward e-mails to specific student groups (or leaders of those groups) who may be interested in the particular topic of that e-mail.
     - Forward class-specific information to just one class at a time (M1-M4).
   - E-mail out the topics to be discussed at regional and national meetings to ask for student input prior to attendance. An e-mail summary of the meeting can be sent out after reps return home.
   - Create an OSR e-mail account for your school—even a Gmail account for your school’s OSR interest group can help create your brand when sending e-mails and fielding questions.

2. **Updates at Student Leadership Meetings**
   - Most OSR reps are included in student government, student council, and other student leadership groups. If not—get involved!
   - Giving written and/or oral reports at these regular meetings can help increase visibility and keep other student leaders involved in the progress of your local OSR interest group, especially after regional and national meetings.
   - These meetings are also a great opportunity to give input on your school’s current happenings and get feedback on OSR projects.

3. **Class Announcements**
   - Make pertinent OSR announcements in conjunction with mandatory lectures, class meetings, student assemblies, or other student gatherings.

4. **Writing on the Wall**
   - Hang posters in hallways, medical education buildings, and in student lounges to increase visibility, spread the word, and show off a little!
   - Designate an OSR bulletin board to post information in medical school common areas.

5. **Newsletters**
   - Distribute the monthly OSR Newsletter (or link to it on the OSR Web site) sent by your Communications Delegates. The newsletter is written so that it provides information about scholarships, legislative affairs, interesting reads, and key announcements pertinent to all medical students—not just OSR reps.
   - Include OSR articles in school newspapers, journals, or other publications.

6. **Deans & Administrators**
   - Meet with your Deans, administrators, and faculty members about AAMC-OSR affairs, particularly before and after regional and national meetings.
   - Some reps prepare written reports, e-mail, and/or meet in person.

7. **Lunch Presentations**
   - It always helps to provide some free food, snacks or other incentives to encourage attendance.
   - One school hosts a P&J lunch that is fun and inexpensive, while another piggybacks on lunchtime meetings held by other groups to give their updates before or after in a joint presentation.
8. School Mailboxes
   • Written OSR correspondence, such as pamphlets, fliers, and specific postings (such as the Humanism in Medicine Award nominations) can be distributed to student mailboxes, located on campus or in a medical education building.

9. Word of Mouth
   • You can’t beat the good old-fashioned gossip chain!
   • Talking up OSR activities, projects and initiatives is surprisingly effective—especially when reps are enthusiastic about what they do!

10. Local OSR Web site
    • Create an OSR Web site that provides contact information for your OSR reps, updates on current OSR projects, and other resources provided and published by the AAMC-OSR. Before posting, please review with the OSR Director, Ally Anderson aanderson@aamc.org

11. OSR Working Group or Project Committees
    • Gather a group of students who are interested in AAMC-OSR to create working groups or project committees, involving your school’s OSR reps and non-rep students interested in making a difference.
    • These groups will increase your person power and help focus your energy and resources for key project idea development and implementation.

Additional OSR tools
Introduction to the OSR webinar and other resources.

Still aren't successful in spreading the word?
Let us know how we can help! Please e-mail a Communications Delegate if you need advice or have any suggestions. Remember to cc: the OSR Director and OSR Chair.

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