

editor's choice

Publications are vital to the function of doctors, nurses, and other healthcare providers. They are a means of distributing important information, advice, and, of course, entertainment. Newspapers, television, and radio are the means by which these professions represent themselves to the public as a whole, be it intentionally or inadvertently.

People form their opinions on the basis of all this coverage. At a time when people are becoming more questioning of their healthcare providers' abilities, it is important to work cooperatively with the media.

It makes sense then to try to be media savvy, to know how to deal with the people representing you to the outside world. **Kallur Suresh** gives his tips on dealing with the media on **p237**.

Ami Nwosu found out, however, that sometimes no matter how hard you try journalists and reporters will take their own spin on your medical story. He took part in a TV documentary about life as a medical student but was alarmed when he saw the results (**p247**).

Elsewhere in the journal we take a look at the new global health curricula springing up at medical schools around the world. Medical students are becoming increasingly involved in aspects of their careers that are more esoteric, such as media work. As the demand increases for teaching in the big issues shaping healthcare worldwide, are medical schools ready to meet the challenge and supply it? (**p217**)

Many British final year students will soon be embarking on their house jobs. There has been a lot of media coverage on how junior doctors are being overworked and how new recruits risk getting exploited when starting their first proper hospital jobs. **Ian Urmston** discusses the problems faced by new doctors and how to escape the traps awaiting you in the preregistration house officer contracts (**p216**).

Unfortunately there are still those who have suffered exploitation as new doctors. **Helen Bryden** was one of the first preregistration house officers to speak out, and her account proves both disturbing and educational (**p256**). She hit the headlines for her whistleblowing actions, but what about if you want to get involved in media?

Leyla Sanai, a doctor and journalist, gives her advice on working as a media medic on **p236**. As you start daydreaming of being that smiling TV doc, take a moment to consider that everyone has to start somewhere, so why not get involved with writing for *studentBMJ*?



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Front cover: Rex Features

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