

# News

From Southern Regional Area Health Education Center



In affiliation with Duke University Medical Center  
Part of the NC AHEC Program

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## **Southern Regional AHEC Podcast Website Wins First Place for Recruitment At Carolina's Health Care Public Relations and Marketing Society Conference**

**Charleston, SC** - Southern Regional Area Health Education Center in Fayetteville, North Carolina received a 2008 Golden Tusk Award in the *Recruitment* category from the Carolinas Health Care Public Relations and Marketing Society at their annual conference and awards banquet on Thursday, November 13<sup>th</sup>. The award recognized **Karen Mantzouris** and **Sherry Stafford** for [www.RadioAHEC.org](http://www.RadioAHEC.org), a podcasting website they created to recruit medical students to the health care organization's family medicine residency program. It is the first known podcasting website specifically for residency recruitment.

"The idea is to provide an entertaining site that conveys more than cold hard facts about our program," says Educational Technology Director, Sherry Stafford. "It tells interesting stories about our faculty and residents; we recently added a virtual tour so medical students can actually see the facility they will work in and highlights the surrounding community where they will live." According to Stafford, the website and its podcasts use digital media to attract today's tech-savvy medical students who choose to go to their laptops, instead of traveling, to explore residencies that interest them. The podcasts populating the site include topics such as: *Preparing for the Intern Year, Having a Family During Residency, Finding a Good Fit, and Life After Residency.*

To promote the website, an iPod giveaway was offered to students attending residency fairs during 2007-2008 recruiting season. To register for the free iPod, students went to the RadioAHEC website and suggested a topic for a podcast that would interest them. Since its debut in March 2007, [www.RadioAHEC.org](http://www.RadioAHEC.org) has received over 20,000 hits and over 2,000 plays of the podcasts. Southern Regional AHEC Marketing Director Karen Mantzouris says, "while it's too early to credit the RadioAHEC website and its podcasts as a deciding factor for medical students to choose us for their residency, it helps them get to know us, and certainly has reached thousands more potential residents than ever before."

The Carolinas Health Care Public Relations and Marketing Society provides resources for nearly 250 members working in an ever-changing, dynamic health care industry. The majority of members represent health care organizations and businesses that focus on health care throughout the states of North and South Carolina. The Wallie Golden and Silver Tusk Awards annually recognize excellence in health care marketing, public relations and communications.

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