

The Foundation – Things you should know for Effective Media Engagement and Interviews

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Centers for Disease Control and Prevention)



Applying Media Concepts / Messaging

TOPIC	SCENARIO	MEDIA ISSUE	TABLE FACILATOR
Childhood vaccine preventable disease outbreak	A significant increase in the number of pertussis cases in the community. Parents and health care providers are concerned.	News media are interested and calling.	Nancy Erickson
Infectious disease outbreak	Six children at a local elementary school have been confirmed to have measles.	News media are interested and calling	John Stieger
Vaccine safety	New CDC immunization coverage data show 3-5% declines in vaccinations rates for children 18-35 months – more parents appear to be questioning safety of vaccines, especially the recommended schedule.	Some news media are interested; most are unaware	Glen Nowak
Influenza	It's September and there's a need to get community vaccinated.	Need media interest	Tim Church
HPV	HPV vaccination rates in your state remain low – lower than U.S. average	Need media interest	Jill Roark
Adult Immunization	In an effort to increase awareness and use of adult vaccines, your state is launching a new campaign.	Want to get media interest	Aparna Ramakrishnan

Quiz

True or False:

- Resveratrol, a compound found in red wine, grapes and dark chocolate, protects against cardiovascular disease and helps you live longer.
- A glass or two of wine or other alcoholic drinks a couple of times a week has health benefits.
- Both low and high levels of sodium intake are associated with an increased risk of mortality and cardiovascular events in individuals with and without hypertension.
- This year marked the fifth anniversary of “Root Canal Awareness Week.”
- In the six months after a case of shingles, more formally known as herpes zoster, you may face a much higher risk of having a stroke.
- The Associated Press puts out around 2,000 stories each day, with most stories between 300 and 500 words.

Successfully Navigating in the World of the News Media

- News media vs. other things
- News media and me??? How could that happen?
- Getting news media attention - how hard can it be?
- You want media interest, coverage – Why?
- Three questions
- News media “conventions” matter
- Six things that can get you in “trouble”☺
- A framework to guide you
- Working through some examples

News Media vs. Other Things

News media

- Umbrella term that's used to include all forms of expression of “news”
- Focus on delivering news to a public/broad audience or specific targeted audiences
- “Earned,” not purchased
- Articles, stories, editorials are typically the work of “third parties,” e.g.,
 - Assigned, reviewed and “accepted” by editors
 - Written by reporters/journalists

Some “other things”

- Advertising or purchased media time/space
- Public relations
- Health communications
- Campaigns
- Social marketing
- Internal or employee communications
- Websites / web-based media
- Social media
- Mobile media
- Risk communication

Risk Communication

- Principles, best practices for conveying safety or risk-related information
- Emphasizes
 - Empathy and caring
 - Acknowledging uncertainty
 - Sharing dilemmas
 - Foreshadowing possibilities, including change in guidance
 - Giving people things to do
- Often a good foundation for communicating with media and public

News Media and Me???

How could that happen?

(“It’s not in my PD”)

You are, or become, the director of an important, highly visible entity



You are a spokesperson for something “big”



You've done something really newsworthy



Mayo Clinic trial: Massive blast of measles vaccine wipes out cancer

Article by: [DAN BROWNING](#) , Star Tribune | Updated: May 14, 2014 - 8:03 AM

Mayo Clinic's blitzkrieg approach to overwhelm tumors virally will get more study.

Stacy Erholtz was out of conventional treatment options for blood cancer last June when she underwent an experimental trial at the Mayo Clinic that injected her with enough measles vaccine to inoculate 10 million people. The 50-year-old Pequot Lakes mother is now part of medical history.

The cancer, which had spread widely through her body, went into complete remission and was undetectable in Erholtz's body after just one dose of the measles vaccine, which has an uncanny affinity for certain kinds of tumors. Erholtz was one of just two subjects in the experiment and the only one to achieve complete remission.

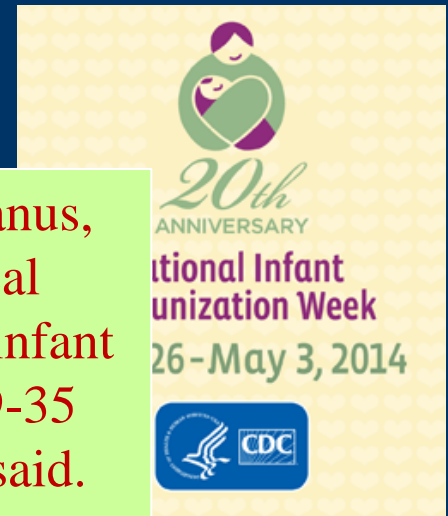
But the experiment provides the "proof of concept" that a single, massive dose of intravenous viral therapy can kill cancer by overwhelming its natural defenses, according to Dr. Stephen Russell, a professor of molecular medicine who spearheaded the research at Mayo. "It's a landmark," Russell said in an interview last week. "We've known for a long time that we can give a virus intravenously and destroy metastatic cancer in mice. Nobody's shown that you can do that in people before."

Your research, article, effort is highlighted to
media or found by media
(e.g., one or a few reporters/journalists)

PUBLIC RELEASE DATE: 13-May-2014

[Print | E-mail] [Share] [Close Window]

While Indiana is third in the nation for adolescent tetanus, diphtheria and pertussis vaccines and meningococcal vaccines, the state falls in the bottom half for on-time infant immunizations at only 61 percent for children age 19-35 months, health department spokeswoman Amy Reel said.



HEALTH / KIDS' HEALTH

Whooping Cough Vaccine Protects Pregnant Mom and Baby, Too

BY MAGGIE FOX

A vaccine against whooping cough, tetanus and diphtheria safely protects not only a pregnant woman, but her newborn, too, researchers reported Saturday.

Indiana infant vaccination campaign launched

Story Comments

Print Font Size: - +

Posted: Wednesday, April 30, 2014 9:44 pm

Associated Press |

AVON, Ind. — Indiana and national health officials launched a [campaign](#) Wednesday to ramp up infant vaccinations in the wake of recent whooping cough and other disease outbreaks.



\$1.50 Off
P&G
Pampers Swaddlers



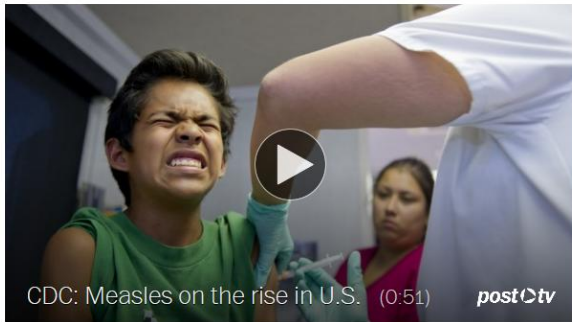
You make an interesting presentation at a conference or meeting where reporters are present



You have expertise or relevance with, or could have, with something that is making or could make news. . .

CDC reports biggest measles outbreak since 1996

BY LENNY BERNSTEIN April 24 at 4:55 pm



CDC: Measles on the rise in U.S. (0:51)

posttv

CBS NEWS/AP May 15, 2014, 2:21 PM

Ohio measles outbreak spreads to record level



CDC

San Jose Mercury News

Weather SAN JOSE, CA

HEALTH

News Sports Business Entertainment Lifestyle Opinion My Town

Home Health Story

Print Email

Whooping cough is on the rise in California

By Joyce Tsai

Contra Costa Times

Dr. Jennifer Young Pierce, gynecologic oncologist and co-chair of Cervical Cancer-Free South Carolina, said the bill actually agrees with the governor's sentiments.

"There are women still dying of cervical cancer every day unfortunately, even though it is considered preventable disease if treated early," she said. "When we look at how we can prevent cervical cancer, the vaccination really remains the best way to do that."

Jenny McCarthy Learns Over Twitter That A Lot Of People Want A Mate Who Is Vaccinated

Posted: 03/15/2014 9:53 am EDT | Updated: 03/18/2014 12:59 am EDT



Spokesperson vs. SME vs. Point of View

- Spokesperson:
 - Representing and speaking for an agency or organization
 - Usually involves topic/issue that transcends single study or a topic/issue that has large(r) public policy implications
- Subject matter expert:
 - Representing and speaking for an article or study – or to provide specialized expertise for needed for public understanding
 - Focus is usually on explaining or putting into context science, research, data findings, study limitations
- Point of View:
 - Provide a new – or expected – point of view on an issue or topic
 - Provide insight, provoke reaction, challenge other side, be highly quotable
 - Often done to show that values differ / what people value differs

News Media Interaction

Often Imagined. . .



Likely Reality



Getting News Media Attention

- “Pitching a story” isn’t the same thing as “providing a quote”
- “Pitching a story” is very hard and challenging
 - Journalists don’t lack for experts or people wanting and willing to provide an opinion
 - Media need “news” or a compelling, interesting story
 - Journalists often need a new, unique, very interesting angle
 - Most reporters prefer e-mail to being called (which means e-mail subject line needs to be interesting and adapted to needs of the journalist)
 - Timing is often important – be aware of what is going on in terms of the news the journalist writes about (e.g., MERS)

How hard can it be?
(to get news media interest)

Can't You Just Issue a Press Release?



After all, it's a pretty powerful tool. . .



New
York
Times

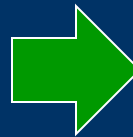
USA
Today

The
Evening
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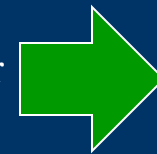
L.A.
Times

Yahoo
News



Lots (e.g., millions)
of people:

- 1) See, hear, read stories that contain primarily your key messages;
- 2) Actively consider those messages;
- 3) Accept the messages as personally meaningful and the "truth"
- 4) Change or drop any contrary previous beliefs or preferences they may have



Immediate,
Large-scale,
and Lasting
Behavior
Change for
the Better

“Atom Interferometer Provides Most Precise Test Yet of Einstein's Gravitational Redshift”

News From the Field , February 17, 2010, National Science Foundation

Using an atom interferometer, University of California, Berkeley, scientists have tested one of the foundations of Einstein's general theory of relativity: that time slows down in a gravitational field. Their experiment proves that Einstein was correct with 10,000 times more precision than previous experiments. They achieve this precision by comparing the interference between matter waves separated by $\frac{4}{1000}$ inch.

UC-Berkeley Press Release

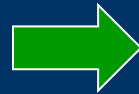
- While airplane and rocket experiments have proved that gravity makes clocks tick more slowly — a central prediction of Albert Einstein's general theory of relativity — a new experiment in an atom interferometer measures this slowdown 10,000 times more accurately than before, and finds it to be exactly what Einstein predicted.
- The result shows once again how well Einstein's theory describes the real world, said Holger Müller, an assistant professor of physics at the University of California, Berkeley.
- Far from merely theoretical, the results have implications for Earth's global positioning satellite system, for precision timekeeping and for gravitational wave detectors, Müller said.

Only the first parts of this are true. . .

Press Release

“Majority of Americans not meeting recommendations for fruit and vegetable consumption”

Only 33% of adults eat 2 or more daily servings of fruit and only 27% get the recommended three servings of vegetables.



New
York
Times

USA
Today

The
Evening
News

Web
MD

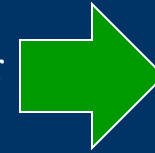
L.A.
Times

Yahoo
News



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Warning☺ Communicating is often harder than it seems (or you want it to be)

- Message creation and finalization usually take time and effort (e.g., multiple drafts, rewrites)
- Words often have different meaning and connotations for news media and public audiences (“never before,” “first,” “just learned,” “safe,” “common,” “rare”)
- Spokesperson delivery matters (e.g., empathy, credibility, sincerity)
- Managing an issue or changing social norms usually won’t happen with a single interview, article or quote

You want media interest, coverage –
Why?


Common Reasons for Seeking News Media Attention

- “Publicity” / (increased) visibility
- Media (i.e., some journalists, reporters, media outlets) are very likely to be interested or deem newsworthy
- Help shape or “frame” issue, how issue is thought about
- Help “manage” an issue
- “Educate” or increase awareness of – reporters, public, specific population – to a finding, program, recommendation, new report, new initiative, your position on an issue, etc.
- Establish/build/maintain reputation (e.g., as expert, as important program or effort, as doing good things)
 - “Third party endorsement”


“We’ve all heard the saying, ‘I’d rather have a root canal...’ used in a negative way. But ask a patient who has completed root canal treatment how it was and you’ll hear things like, ‘My root canal was painless,’ ‘The root canal was much better than I expected,’ and ‘My endodontist explained everything that was happening during the procedure’.”

Dr. William T. Johnson

President, American Academy of Endodontists



Root Canal Awareness Week
March 25-31, 2013



I'd rather have
a root canal...

...than stop eating ice cream
...lose a tooth
...or live with pain.



If you need a root canal,
see an endodontist.

ROOT CANAL
awareness week
March 30 – April 5, 2014



Root canals don't cause pain—**they relieve it!**

In fact, modern root canals are virtually painless.

Ask your dentist about an endodontist who specializes in root canals to put you at ease and save your natural tooth for a lifetime!

For more information about root canals and to find a root canal specialist near you, visit www.aae.org.



March 27-April 2 is Root Canal Awareness Week

“Dispelling Myths of Root Canals Through Education

The American Association of Endodontists celebrates fifth annual Root Canal Awareness Week”

- CHICAGO, March 24, 2011 /PRNewswire/ -- When it comes to their teeth, Americans have strong feelings about keeping them. According to a January 2011 survey by the American Association of Endodontists, 70 percent of Americans want to avoid losing their natural teeth. One way to help people maintain their natural teeth is through root canal treatment.
- "Nothing looks, feels or functions as well as your natural teeth. Choosing to save a tooth with root canal treatment will help you sustain your ability to bite and chew and maintain the natural appearance of your smile," said AAE President Dr. Clara M. Spatafore.
- More than 15 million root canals are performed each year in the U.S., and the vast majority of root canal patients - 89 percent – say they were satisfied when they received treatment from an endodontist, a dentist who specializes in root canals. And yet 70 percent of U.S. respondents in the AAE's recent survey also said they feared having a root canal.
- "Ironically, when patients have an infected tooth, a root canal is the very procedure that can save it," said Dr. Spatafore. "Many patients do not realize that, just like any other medical specialty, significant advances in technology have enabled endodontists to perform root canals safely and comfortably."

News media are often a “channel” to many different audiences

Potential Audiences include. And each may have different messaging needs and interests.
Reporters and journalists	e.g., need a story will interest their audience and meet editorial demands
Editors	e.g., a new or different take on the issue, a “watchdog” perspective
Public (or segments of the public)	e.g., how does this matter to me?
Policy makers (e.g., local, state)	e.g., is this something we need to engage on, get involved with?
Employees	e.g., how will we be affected? Will we?
Shareholders	e.g., will this impact my investment?
Partners / external stakeholders	e.g., does this impact us?

News media are often a poor channel for. . .

- Reaching all or even most key audiences (e.g., all your desired population groups)
- Getting out the messages you want, when you want them, and how you want them
- Information that's not new – or not significantly different
- Achieving your program goals or outcomes (e.g., long-term education, large-scale knowledge, attitude, behavior change)

Question 1:

What are the goals/purposes
of the news media? Of news stories?

Primary Goals/Purposes of News Media

- Generate revenue, make money
- Attract an audience that enables you to generate revenue and make money
 - Subscribers – i.e., people will be willing to pay you for your content
 - Attractive to advertisers – i.e., large enough and/or type of people sought
- Influence/support beliefs, values, actions, behaviors
- “Watch dog”

Question 2:

What is “news”?

News Media Need News, which means. . .



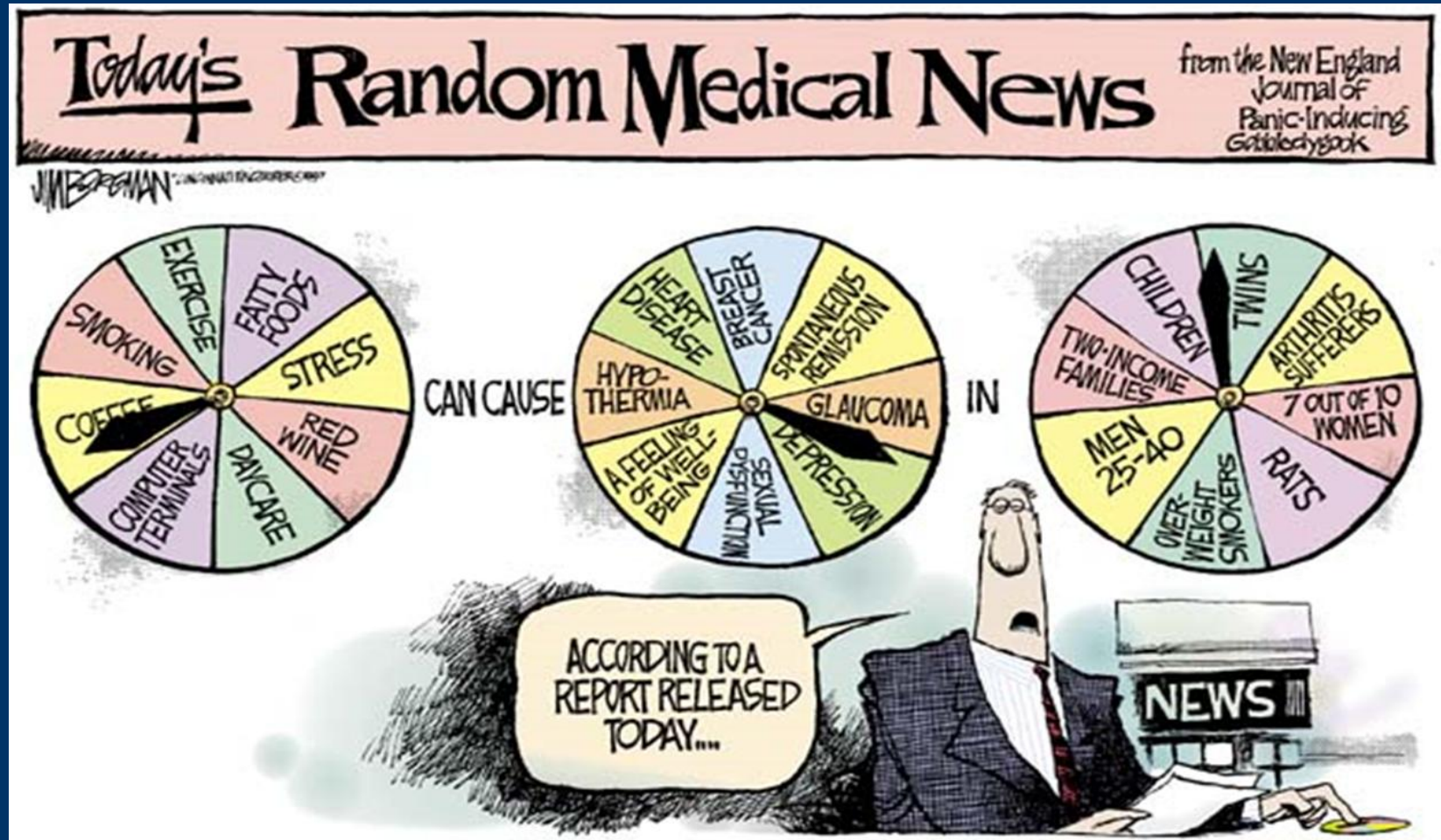
Cash-strapped states want workers to pay more of their health care and pension costs. But some states are going further, trying to end unions, CNNMoney reports.

- Of interest/relevance to the medium's audience
- Controversy / Criticism
- Contradiction
- Confrontation
- Catastrophe
- The Unexpected
- Gossip / Scandal
- Breakthrough
- Human Interest
- Entertainment

Common Reasons Reporters Call Public Health

- New findings/conclusions/recommendations (e.g., in journal, presented at a conference, *MMWR* article or notice)
- New data/estimates
 - What does this mean? Why the change (what happened)?
- Disease/illness outbreak
 - What's going on? How did this happen? How many affected?
 - e.g., What's CDC doing? What's CDC recommending?
- Reaction/interpretation (e.g., to someone else's study/claim)
- Natural disaster
 - What diseases/illnesses are or could happen?
- Prediction (e.g., what's the flu season going to look like?)
- “Background” (e.g., interested in learning more on a topic)

Is this news?



Some Recent Press/News Releases

- Individuals who consumed between 3000 mg and 6000 mg of sodium per day had the lowest risk of death and cardiovascular mortality suggesting there is a U- or J-shaped association between sodium intake and adverse clinical outcomes at higher and lower levels of sodium intake.

- “Salt and Battery: Debate on Sodium Targets Gets Feisty”

- "We have always assumed that when the risk of catching a disease is high, people will accept a vaccine that is effective in preventing that disease. Our results may challenge this assumption," said Dr. Wolf, the Ruth L. Kirschstein National Research Service Award Fellow in General Academic Pediatrics at University of Washington, Seattle Children's Research Institute.

- “Disease Outbreak May Not Spur Parents to Have Children Vaccinated”

- “Accreditor for ONC Health IT Certification Program approved for second term”

News

FOR IMMEDIATE RELEASE
May 13, 2014

Contact: HHS Press Office
(202) 690-6343

Accreditor for ONC Health IT Certification Program approved for second term

The Office of the National Coordinator for Health Information Technology (ONC) has approved the American National Standards Institute (ANSI) for a second three-year term as the ONC-Approved Accreditor (ONC-AA) for the ONC Health Information Technology Certification Program.

ONC certifies electronic health record (EHR) technology products to ensure they meet the standards to improve health care quality, safety, and efficiency through the promotion of health information technology and electronic health information exchange.

EHR products that have been successfully tested by a National Voluntary Laboratory Accreditation Program Accredited Testing Laboratory are certified under this program. The ONC-AA accredits the certification bodies that seek to serve as ONC-Authorized Certification Bodies (ONC-ACBs) under this program and ensures that they continue to meet requirements necessary to maintain accreditation.

ANSI was approved as the ONC-AA after a competitive process that included an evaluation against a specific set of requirements. The requirements include conformance to ISO/IEC 17011 (General requirements for accreditation bodies accrediting conformity assessment bodies), and experience evaluating conformance of certification bodies to ISO Guide 65 (General requirements for bodies operating product certification systems).

ONC's goal is to give assurance to EHR developers, users, and the general public that certified products meet and maintain the functionalities required for certification.

“US Department of Labor's OSHA revises Hazard Communication Standard”

WASHINGTON, March 20, 2012 /PRNewswire-USNewswire/ -- To better protect workers from hazardous chemicals, the U.S. Department of Labor's Occupational Safety and Health Administration has revised its Hazard Communication Standard, aligning it with the United Nations' global chemical labeling system. The new standard, once implemented, will prevent an estimated 43 deaths and result in an estimated \$475.2 million in enhanced productivity for U.S. businesses each year.

"Exposure to hazardous chemicals is one of the most serious dangers facing American workers today," said Secretary of Labor Hilda L. Solis. "Revising OSHA's Hazard Communication Standard will improve the quality, consistency and clarity of hazard information that workers receive, making it safer for workers to do their jobs and easier for employers to stay competitive in the global marketplace."

“Government Requires New Labels for Bad Chemicals”

The Obama administration announced long-awaited regulations to improve labels on hazardous chemicals and make them conform with international guidelines developed by the United Nations.

The Occupational Safety and Health Administration estimated that such labels could prevent more than 40 deaths and about 500 workplace injuries and illnesses from exposure to hazardous chemicals each year.

Assistant Labor Secretary David Michaels said labels will be easier to understand and less confusing, especially for low-literacy workers. About 43 million U.S. workers come in contact with hazardous materials on the job.

OSHA officials said that by ending the duplication, the industry could save more than \$475 million annually in training costs and paperwork.

We think the media should know. . .

“The influenza branch at CDC has developed primers and probes that can be used in real-time reverse transcription polymerase chain reaction (RT-PCR) assays with respiratory specimens and viral cultures to presumptively identify the presence of influenza A/H5 (Asian lineage) viruses. This will be the first FDA cleared test of this kind. It will be sent and limited to LRN designated labs.”

“New Test Quickly Spots Bird Flu in People”

“U.S. officials announced Friday the approval of a new rapid lab test to detect bird flu in humans. The test works by detecting viral genetic material, which, in turn, is used to demonstrate the presence of bird-flu infection.”

Developing Effective Media Messages and Outreach Efforts

Question 3:

What is a story? What are the characteristics of a good story?

Characteristics of a good story

- Conflict
- Controversy
- Contradiction
- Confrontation
- Catastrophe
- Unexpected
- Drama
- Suspense
- Gossip / Scandal
- Emotion - love, hate, reconciliation
- Novel, unexpected elements, developments
- Sides in opposition
- Relevant to your interests
- Villian(s), victim(s), hero(es)

A good setup (e.g., headline)

CDC press releases:

“Up to 40 percent of annual deaths from each of five leading U.S. causes are preventable”

“New Study Shows Flu Vaccine Reduced Children’s Risk of Intensive Care Unit Flu Admission by Three-Fourths”

“Flu hit young people particular hard this season”

Recent news stories/articles:

“Thousands of Toddlers Are Medicated for A.D.H.D., Report Finds, Raising Worries,” New York Times

“As Hoverflies grow, so do their acting skills,” New York Times

“This Just In: Healthy People Live Longer, Study Finds,” ABC News Blog

“The New Old Age” – New York Times

When Shingles Is Just the Beginning

By PAULA SPAN MAY 16, 2014, 3:20 PM

E-MAIL

FACEBOOK

TWITTER

SAVE

MORE

BELLE
NOW PLAYING
GET TICKETS

You don't really need another reason to get the shingles vaccine, for yourself (if you're over 60) or for your loved ones (if you've had possible damage to vision or hearing, or if you've had a stroke called postherpetic neuralgia). Aren't those enough?

But here's another reason to get it: In the six months after you get the vaccine, known as herpes zoster, you have a lower risk of [a stroke](#).

Using an enormous database of medical records, researchers found that 8 percent of Britain's population had shingles and a stroke between 1987 and 2012. But when the incidence of shingles increases with age, these unlucky combinations were mostly past 70 (median age: 77).

The prevalence of stroke among American adults was 2.6 percent nationally in 2010, and 8.3 percent for those over age 65. “If you vaccinate people and prevent shingles, you could potentially reduce the stroke rate,” Dr. Langan said. (Promptly providing shingles patients with antiviral drugs would also help, her study indicates.)

“It's more incentive to get the vaccine, isn't it?” she said.

Good Quotes – foster understanding, shed light, address people's likely misperceptions

Ohio measles outbreak largest in USA since 1996

Kim Painter, USA Today / May 13, 2014

Story included two paragraphs below:

The center of the Ohio outbreak is Knox County, where 40 cases have been reported. Thousands of Amish in Knox and surrounding areas have lined up to be vaccinated, says Pam Palm, spokeswoman for the county health department. Though the Amish traditionally have low vaccination rates, "they have been very receptive to coming in and getting immunized," to stem the outbreak, Palm says.

Some of the unvaccinated missionaries told local health officials they would have been vaccinated for measles before going to the Philippines if they had been told there was an outbreak there, Palm says: "One guy we spoke to feels just terrible that he brought the measles back and exposed his family."

Sound Bites, Quotes, and Key Messages

■ Framing matters

"The 40-year decline in tobacco in the United States has stalled. The industry has gotten even better at sidestepping laws designed to get people to stop smoking. They ensure that every cigarette they sell is designed to deliver nicotine quickly and efficiently to keep people addicted."

■ How you say what you say matters

"This saves lives" vs. "This intervention has the potential to be impactful."

■ Health messages need to be strong and clear

"The threat of untreatable infections is real," says Arjun Srinivasan. "Although previously unthinkable, the day when antibiotics don't work in all situations is upon us. We are already seeing germs that are stronger than any antibiotics we have to treat them, including some infections in health care settings."

Keep in mind. . .

"Reward" 

Risk 

"Safe"  Little, less or no
attention

"I can't tell you the symptoms of Avian flu because I'm not a chicken," State health director, 2005

“Our retail-based health clinic modeling project builds on public health science from the U.S. Preventive Services Task Force and the National Commission on Prevention Priorities. In addition, the model incorporates aspects of complex systems analysis focusing on anticipated efficiencies gained through delivery of prevention services in retail-based health clinics versus traditional health care settings,” a suggested quote from a CDC expert.

Article title:

“Sexual Deprivation Increases Ethanol Intake in Drosophila”

by Shohat-Ophir, K. R. Kaun, R. Azanchi and U. Heberlein, Science, March 16, 2012



Press release headline:

“Deprived of sex, jilted fruit flies drink more alcohol”

“Deprived of sex, jilted fruit flies drink more alcohol”

Sexually deprived male fruit flies exhibit a pattern of behavior that seems ripped from the pages of a sad-sack Raymond Carver story: when female fruit flies reject their sexual advances, the males are driven to excessive alcohol consumption, drinking far more than comparable, sexually satisfied male flies.

Now a group of scientists at the University of California, San Francisco (UCSF) has discovered that a tiny molecule in the fly’s brain called neuropeptide F governs this behavior—as the levels of the molecule change in their brains, the flies’ behavior changes as well.

Flies in the laboratory will normally drink to intoxication if given the choice, but this behavior is altered when neuropeptide F levels are altered in their brains because of their sexual experiences. Mated flies are less likely to seek out such rewarding experiences. Rejected flies, on the other hand, had lower levels of neuropeptide F in their brains, and sought alternative rewards by drinking to intoxication.

Resulting headlines included. . .

- “Sex-deprived male fruit flies drink more,” San Francisco Chronicle, MSNBC
- “Barflies: Sex-deprived male flies go for the booze,” Yahoo.news
- “When Fruit Flies Strike Out, They Like To Booze It Up,” National Public Radio
- “Sex starved male fruit flies prone to alcoholism, study shows,” The Daily Caller

Fruit fly hitting the bottle



News Media Conventions – i.e., their operating realities and practices - Matter



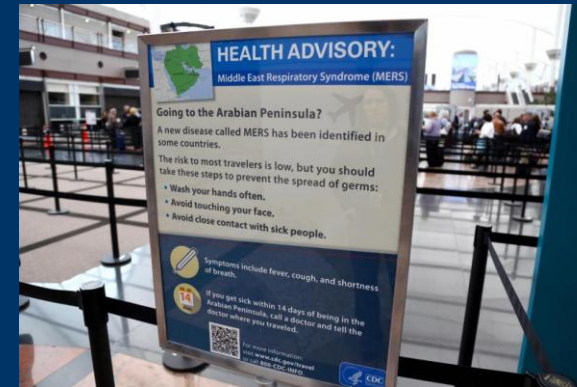
News media realities to keep in mind

- Competition for media attention is constant and fierce
 - Dozens of press releases, e-mail pitches each day
 - Reporters and editors like efficiency (e.g., telephone briefings, e-mail)
- If there are no good quotes, there may not be a news story.
- You're invested in the subject – they usually are not
 - Short – and very real -- deadlines
 - Reporters and editors aren't looking to invest a lot time, effort in most articles/stories
 - For most things, news interest and coverage is fleeting (i.e., a “one-day” story)
- Media outlets, reporters, often want and need, their stories to be different from the competition
 - Different angle, quotes and/or emphasis
 - “Exclusives” / Being “first”
- Most stories are relatively short – 400 words, 60-90 seconds
 - Thus, they need and want “sound bites” (and often not from the press release)
 - Not much of what you say will end up in quotation marks

Media differ. . .

- For TV, how you look and speak matters
- Television needs good visuals – and usually not interested in a “bunch of people standing around”
- Print health and science reporters often value embargos
- Live TV and radio shows need engaging entertainment (e.g., people with highly divergent and/or extreme views)
- Good visuals or pictures can help

Visuals – MERS cov



Visuals in Recent Vaccine-related Stories



A Framework to Guide You

Five Planning and Preparation Steps

- Communication / media objectives (e.g., what are you trying to accomplish?)
- What are your 2-5 “key messages” for a broader audience – and what is the story they tell?
- Target audience(s)- who needs to hear the messages? What is/are the best way(s) to reach them?
- What’s the “news” here? Would this make the news? Why? What’s the desired headline? Lead sentence?
- If you get news media interested, 1) what are they likely to ask, 2) what else could they ask about or focus on, and 3) will their story be the same as yours?

Some Typical Media Questions

- What's new? What's your take on _____? Who is affected? Who should care – why?
- What do you know regarding the (situation / study / development)? What's new? What's the news?
- Why is this (happening / not happening)? How do you know?
- Some (people / experts / others) are (outraged / skeptical / concerned), why is that? Should they be?
- What's the latest? What's being done? What's going to happen?
- What steps are being taken (e.g., to prevent or reduce further cases or harm / to change things)? What should people do?
- How [concerned/worried/alarmed] are you? Why?
- What's the risk? Are there any (known) risk factors?
- What should people do – e.g., if they have symptoms?

Tips for Crafting Effective Media Messages

- Know your purpose – why are you seeking media attention, why are you doing the interview
- Draft desired headlines and core messages
 - Don't try to simply “FYI” the media or the public
 - If you aren't clear on desired outcomes, you'll have a much more difficult time
- Think about the audience behind the journalist – have and use appropriate language and meaningful examples
 - Avoid technical jargon
- Keep things simple but do have specifics

Message Map
Stakeholder: General Public
Are vaccines safe?

Key Message/Fact 1.

Vaccines are held to the highest safety standards

Today US has safest vaccine supply in its history

Vaccine safety is continually monitored

Signals of potential problems investigated and, if necessary, corrected (e.g., 1st rotavirus vaccine)

Key Message/Fact 2.

Getting vaccinated is far less risky than getting the diseases

Like any medication, no vaccine is 100% safe. Most people experience no, or only mild, side effects such as pain or swelling

Serious side effects, such as allergic reactions are very rare

Vaccine-preventable diseases are dangerous, even deadly (Story of unvaccinated child)

Key Message/Fact 3.

Vaccine-preventable diseases remain a threat to children

Outbreaks occur when rates drop (222 cases of measles in 2011)

Diseases still prevalent in parts of the world and get brought into the US frequently, others still circulating in the U.S. (whooping cough)

Before vaccination: 3.5 million children got measles. Many died, suffered blindness or encephalitis (brain swelling)

Some things that reporters and the public often “hear differently”

Experts and leaders

- We have initial estimates – it’s incomplete information because of diagnostic & reporting lags
- Significant increases in reports or estimates reflect reporting or confirmation lags, impact of increased media attention
- This will be hard to diagnosis - symptoms are similar to other things
- Only sophisticated lab tests can tell us for sure
- “Infected” doesn’t necessarily mean “contagious”
- Treatments may only alleviate some symptoms
- “New” means “we now have a helpful way to reduce harm”

Public and media

- Assume you have complete, real time data – *and will always have*
- Significant increases in reports or estimates mean things changed dramatically overnight and/or things are getting worse (e.g., more and new illnesses)
- There are clear symptoms or indications of disease/condition
- Assume there are widely used and highly accurate rapid diagnostic tests
- “Infected” means “contagious”
- “Treatment” means “cure”
- “New” means “experimental”

Crafting Messages for Media Briefings

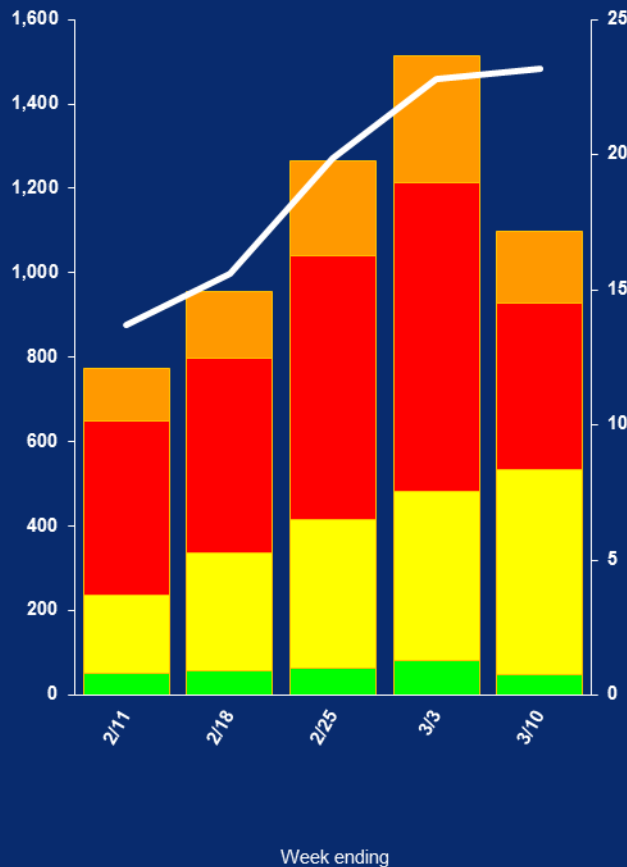
- Remember, expectation for media briefings is higher – i.e., “big” news
- Briefing introductions need to be brief
 - The purpose of the briefing
 - Clear why/how this is news
 - Your frame for the information
 - include the *who, what, where, when and why*, that make the event newsworthy
 - Preview the 2-4 points you will cover



A Word about Studies, Findings, Data

Anticipate questions about:

- Study methods, weaknesses, and generalizability
- Quality of the data
- Relationship to previous studies and previous findings
- Reasons numbers changed or didn't change – and how you know
- “Is this a new/changing trend?” or the indication of such a thing?
- Why you believe what you believe



Characterizations

- Anticipate questions

- “Is this good news, bad news?”
- “How concerned are you?”
- “Is this a success?”
- “Can you put this in context?”



- Popular public health characterizations:

- “We’ve made a lot of progress in X, but more work has to be done.”
- “We’re troubled/encouraged by these findings.”



Common things that can get you in “trouble” or provide “opportunity” (e.g., attention)

- Absolutes (e.g., never, first)
- Numbers – such as your data or findings
 - No story (e.g., they went up/down why?)
 - No characterization (e.g., good news or bad? Surprising or not?)
- Conclusions or recommendations with (seemingly) major policy, social, economic, etc. implications
- Other people’s studies, conclusions, recommendations (e.g., when they appear to conflict with yours)
- Predictions, especially ones that provide specifics
- Commenting on state or local conditions or efforts

Questions!