

Deadline driven,
competitive
Need to be first

Interested in Issue
of the day

Critical,
looking for
controversy

Always looking to
contrast with
competitors

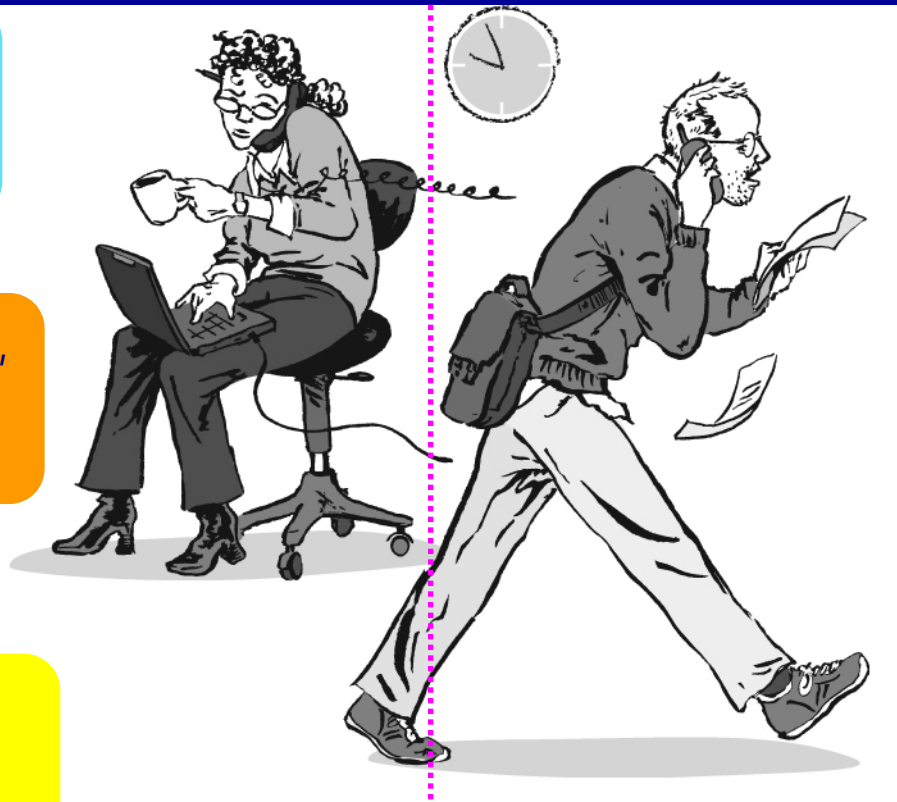
Headline is critical,
what's new wins
over details

Different by
publication,
audience and
media

Overloaded
with
Information

Ego/byline factor

Favorites are
stories, examples
analogies, quotes
and color



Elements of Conflict News

- ◆ Victims
- ◆ Villains
- ◆ Vindicators

In a tough situation:

- ◆ “No comment” gets you into more trouble
- ◆ Use the message box
- ◆ Limited answer with little or no deviation



Why Clinical Trials are challenging for Media

COMM CORE

Science

Complicated
Scientists
Build to conclusions
Need time to explain
Context is good
Info takes time to ripen
Gets to a "truth"

Media

Looks for Black & White
Generalists
Wants headlines
Have no time
Headlines win
Takes snapshots
Balances views
not all informed

Media Do's & Don'ts

- ◆ Be friendly, but don't be their friend.
- ◆ Build the relationship.
- ◆ Ask reporters questions.
- ◆ Know your material.
- ◆ Prepare your Messages.
- ◆ Translate technical terms.
- ◆ Provide follow-up contact info with Media Relations.

Media Do's & Don'ts

- ◆ Never say “No Comment.”
- ◆ Don't go beyond your expertise.
- ◆ Don't speculate.
- ◆ Don't bash the competition.
- ◆ Avoid using or repeating “negatives.”
- ◆ Don't let reporters call you directly.
- ◆ Don't go off the record.