BIO 2019 – Philadelphia
WORKING WITH THE MEDIA

Moira A. Gunn, Ph.D.

Associate Professor, University of San Francisco

Associate Director for Bioentrepreneurship, PSM/Biotechnology

Host, *Tech Nation (Bio, Health, et al.)*

The NPR Channel/SiriusXM, and other NPR venues

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Welcome to the your
Biobusiness Media Primer !!!

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A few questions:

- Anyone here a member of the media?

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A few questions:

- Anyone here a member of the media?
- Anyone a *former* member of the media?

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A few questions:

- Anyone here a member of the media?
- Anyone a *former* member of the media?
- Experience dealing with the media?

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A few more questions:

- Anyone here been *misrepresented* in the media?

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A few more questions:

- Anyone here been misrepresented in the media?
- Anyone here with *a positive experience* with the media?

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You've just participated in …

LESSON #1

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You've just participated in …

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Know Your Audience

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When you are targeting journalists and media outlets …

Know *their* Audience

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Now you are ready for …

LESSON #2

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LESSON #2

You Cannot Control

What the Media Reports about You …

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LESSON #2

You Cannot Control

What the Media Reports about You …

But You Can Give Yourself Your Best Shot

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Caveat …

What I'm telling you is

my experience

being a member of

the Global BioBusiness Media

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JOURNALIST

- Host, *Tech Nation* and its segments, ***BioTech Nation*** and ***Tech Nation Health*** on NPR
- Multiple domestic stations, airplays on NPR program stream, NPR Channel SiriusXM, AFRTS to 177 countries, etc.
- Podcasts, iTunes, Stitcher, et al.
- At each BIO, we record 45-55 interviews

tech nation

BioTech Nation

Tech Nation HEALTH

Top 5 Biotechnology Audio Podcasts

1. TechNation

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PROFESSOR

- University of San Francisco
- Associate Professor
- Associate Director for Bioentrepreneurship,
- Masters in Biotechnology Program

Exemplar Courses

- Local, National & Global Bio-Business
- Global & US Regulatory Affairs
- Legal, Social & Ethical Implications of Biotech
- Bioinnovation Management
- Study Tours to Global Bioclusters – London/Oxford/Cambridge, Switzerland, Wash, DC, Puerto Rico, Australia, Canada, San Diego, Ireland

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The *journalist* in me wants to tell you

HOW to deal with the media …

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The *journalist* in me wants to tell you

HOW to deal with the media …

The *professor* in me

wants to tell you **WHY**

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So let's start there …

Why should a Biotech Business be concerned about Media?

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Because …

Media *drives* ***Perception***

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Because …

Media *drives* ***Perception***

Media *drives* ***Google-able Data***

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Because …

Media *drives* ***Perception***

Media *drives* ***Google-able Data***

Media *does ****NOT**** *drive* ***Truth***

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And …

Perception *drives* ***What You Can Do***

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What's the difference between Advertising and Public Relations?

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What's the difference between Advertising and Public Relations?

*In Advertising, **you** say you're great*

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What's the difference between Advertising and Public Relations?

*In Advertising, **you** say you're great*

*In Public Relations, **somebody else** says you are great*

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What's the difference between Advertising and Public Relations?

*In Advertising, **you** say you're great*

*In Public Relations, **somebody else** says you are great … or **not***

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WHERE IS MEDIA IMPORTANT …

… in the transition from *cutting-edge science*

to *registered product* ???

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You need it when you are raising money …

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You need it when you are raising money … you need it when you are raising money … you need it when you are raising money … you need it when you are raising money … you need it when you are raising money … *you need it when you are raising money … you need it when you are raising money … you need it when you are raising money …* *you are raising* **MONEY**

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Traditional Biobusiness Audiences

Biobusiness Media Audiences

Venture Capitalists
Industry Analysts
Regulatory Personnel
Biotech Industry Organizations
Service Professionals
Financial Advisors
Policymakers
Legislators
Insurance Providers

Healthcare Providers
- Hospitals
- Healthcare Systems
- Individual Providers

Industry Organizations
Educators
Special Interest Groups
Consumer Advocates
Consumers

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You reach traditional
BioBusiness Audiences
by reaching
two primary media sectors

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Media Outlet Category	Exemplar Media Outlets
BioIndustry	FiercePharma, Endpoints, Xconomy, Medscape, BioWorld Today, EvaluatePharma, BioPharma Dive
Financial Markets	CNBC, Wall Street Journal, MarketWatch, Barron's TheStreet.com, Business Insider, Yahoo! Finance, Investor's Business Daily

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*How do you reach the **BioIndustry** and **Financial Markets** media sectors?*

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*How do you reach the **BioIndustry** and **Financial Markets** media sectors?*

- With appropriate stories and/or information

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*How do you reach the **BioIndustry** and **Financial Markets** media sectors?*

- With appropriate stories and/or information
- Through relationships with journalists

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*How do you reach the **BioIndustry** and **Financial Markets** media sectors?*

- With appropriate stories and/or information
- Through relationships with journalists
- Through relationships with media outlets

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*How do you reach the **BioIndustry** and **Financial Markets** media sectors?*

- With appropriate stories and/or information
- Through relationships with journalists
- Through relationships with media outlets
- Press Releases

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*How do you reach the **BioIndustry** and **Financial Markets** media sectors?*

- With appropriate stories and/or information
- Through relationships with journalists
- Through relationships with media outlets
- Press Releases – email to journalists, poste on your website, pay a Press Release Distributor

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*How do you reach the **BioIndustry** and **Financial Markets** media sectors?*

- With appropriate stories and/or information
- Through relationships with journalists
- Through relationships with media outlets
- Press Releases – email to journalists, poste on your website, pay a Press Release Distributor

Press Release Distribution	PR Newswire, Business Wire, GlobeNewswire

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There are certain times when you *ALWAYS* need to raise money …

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There are certain times when you *ALWAYS* need to raise money …

… and you raise that money by reaching out to the BioIndustry and Financial Markets media sector

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One of those times is between a

A Positive FDA Advisory Committee Vote

---and ---

Actual FDA Approval

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One of those times is … between a

A Positive FDA Advisory Committee Vote

---and ---

Actual FDA Approval

WHY?

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<u>Case Study #1: Using a Press Release to raise money</u>

Date: November 2, 2018

The Source: ***Sage Therapeutics***

Paid Press Release Distributor: ***Business Wire***

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Sage Therapeutics Announces FDA Advisory Committee Votes 17-1 in Support of Benefit-Risk Profile of ZULRESSO™ (brexanolone) Injection for Treatment of Postpartum Depression

If approved, ZULRESSO would be the first medicine specifically indicated for the treatment of postpartum depression (PPD)

November 02, 2018 04:45 PM Eastern Daylight Time

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Sage Therapeutics (NASDAQ: SAGE), a clinical-stage biopharmaceutical company developing novel medicines to treat life-altering central nervous system (CNS) disorders, today announced that the U.S. Food and Drug Administration (FDA) Psychopharmacologic Drugs Advisory Committee (PDAC) and Drug Safety and Risk Management Advisory Committee (DSaRM) jointly voted (17 yes, 1 no) that data support the favorable benefit-risk profile of ZULRESSO™ (brexanolone) injection for the treatment of postpartum depression (PPD) when administered by qualified staff in a facility that has been certified under a Risk Evaluation and Mitigation Strategies (REMS) program. The committees based their joint recommendation on the safety and efficacy data from three placebo-controlled clinical studies.

"We are pleased the FDA Advisory Committee agreed that the benefit/risk profile of ZULRESSO supports this

"We are pleased the FDA Advisory Committee agreed that the benefit/risk profile of ZULRESSO supports this novel approach to treating PPD, reflecting the need for an innovative treatment option that may rapidly alleviate suffering for women with PPD and their families," said Jeff Jonas,

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"We are pleased the FDA Advisory Committee agreed that the benefit/risk profile of ZULRESSO supports this novel approach to treating PPD, reflecting the need for an innovative treatment option that may rapidly alleviate suffering for women with PPD and their families"

Tweet this

"We are pleased the FDA Advisory Committee agreed that the benefit/risk profile of ZULRESSO supports this novel approach to treating PPD, reflecting the need for an innovative treatment option that may rapidly alleviate suffering for women with PPD and their families," said Jeff Jonas, M.D., chief executive officer of Sage. "This is another step forward in Sage's effort to maximize patient benefit by bringing game-changing new treatments to the market."

ZULRESSO is the first medicine under FDA review specifically for the treatment of PPD, the most common medical complication of childbirth. It is estimated that PPD affects approximately one in nine women who have given birth in the U.S. and 400,000 women annually. Symptoms of PPD may include sadness, anxiety, irritability, withdrawing from friends or family, having trouble bonding with her baby and thinking about harming herself or, more rarely, her baby.

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About Postpartum Depression

Postpartum depression (PPD) is a distinct and readily identified major depressive disorder that is the most common medical complication of childbirth, affecting a subset of women typically commencing in the third trimester of pregnancy or within four weeks after giving birth. PPD may have devastating consequences for a woman and for her family, which may include significant functional impairment, depressed mood and/or loss of interest in her newborn, and associated symptoms of depression such as loss of appetite, difficulty sleeping, motor challenges, lack of concentration, loss of energy and poor self-esteem. Suicide is the leading cause of maternal death following childbirth. Postpartum depression is estimated to affect approximately one in nine women who have given birth in the U.S. and 400,000 women annually. More than half of these cases may go undiagnosed without proper screening. There are no FDA approved therapies specifically indicated for PPD and there is a high unmet medical need for improved pharmacological therapy in PPD.

About ZULRESSO™ (brexanolone) Injection

Brexanolone is an allosteric modulator of both synaptic and extrasynaptic $GABA_A$ receptors. Allosteric modulation of neurotransmitter receptor activity results in varying degrees of desired activity rather than complete activation or inhibition of the receptor. ZULRESSO™ (brexanolone) injection has completed Phase 3 clinical development for postpartum depression and a New Drug Application is currently under review with the U.S. Food and Drug Administration. ZULRESSO for the treatment of PPD has been granted Breakthrough Therapy Designation by the FDA and PRIority MEdicines (PRIME) designation from the European Medicines Agency (EMA). The FDA has conditionally accepted the proprietary name ZULRESSO for Sage's intravenous formulation of brexanolone.

About Sage Therapeutics

Sage Therapeutics is a clinical-stage biopharmaceutical company committed to developing novel medicines to transform the lives of patients with life-altering CNS disorders. Sage's lead product candidate, ZULRESSO™ (brexanolone) injection, has completed Phase 3 clinical development for postpartum depression and a New Drug Application is currently under review with the U.S. Food and Drug Administration. Sage is developing a portfolio of novel product candidates targeting critical CNS receptor systems, including SAGE-217, which is in Phase 3 development in major depressive disorder and postpartum depression. For more information, please visit www.sagerx.com.

Forward-Looking Statements

Various statements in this release concern Sage's future expectations, plans and prospects, including without limitation statements regarding: our expectations regarding the possible approval of our NDA filing for ZULRESSO™ (brexanolone) injection; the potential for ZULRESSO to be the first medication specifically indicated for PPD; the potential impact of ZULRESSO as a treatment option for PPD, if approved; our estimates of the prevalence of PPD; and other statements regarding our business and portfolio. These forward-looking statements are neither promises nor guarantees of future performance, and are subject to a variety of risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those contemplated in these forward-looking statements, including the risks that: the FDA may not agree with the recommendations of the joint Advisory Committee, and, despite the recommendation, may determine that the clinical and non-clinical data we have generated to date are insufficient to gain regulatory approval to launch and commercialize our product in PPD or may determine that additional trials or data are necessary in order to obtain approval; the FDA may not complete its review of our filing within the target timelines; the actual size of the PPD patient population may be significantly lower than our estimates and, even if ZULRESSO is successfully approved for PPD, it may only be used to treat a subset of the PPD population, particularly given the intravenous (IV) mode of administration, limitations on site of administration to a certified healthcare facility monitored by a qualified healthcare provider, and the necessity for a REMS; we may encounter unexpected safety, tolerability or other issues with ZULRESSO in ongoing clinical trials or in commercial use, if approved; we may not be able to successfully demonstrate the efficacy and safety of any of our other product candidates at each stage of development; success of any of our product candidates in early stage clinical trials may not be repeated or observed in ongoing or future studies of our product candidates; ongoing and future clinical results may not support further development or be sufficient to gain regulatory approval to market our product candidates; and we may encounter technical and other unexpected hurdles in the development and manufacture of our product candidates; as well as those risks more fully discussed in the section entitled "Risk Factors" in our most recent Quarterly Report on Form 10-Q, and discussions of potential risks, uncertainties, and other important factors in our subsequent filings with the Securities and Exchange Commission. In addition, any forward-looking statements represent our views only as of today and should not be relied upon as representing our views as of any subsequent date. We explicitly disclaim any obligation to update any forward-looking statements.

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INCLUDING:

"These forward-looking statements are neither promises nor guarantees of future performance, and are subject to a variety of risks and uncertainties, many of which are beyond our control, … including the risks that: the FDA may not agree with the recommendations of the joint Advisory Committee, and, despite the recommendation, may determine that the clinical and non-clinical data we have generated to date are insufficient to gain regulatory approval …"

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SAGE THERAPEUTICS
NASDAQ:SAGE

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The FDA did its part …

ADVISORY COMMITTEE MEETING

November 2, 2018: Joint Meeting of the Psychopharmacologic Drugs Advisory Committee & Drug Safety and Risk Management Advisory Committee Meeting Announcement

NOVEMBER 01, 2018

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How did it work out???

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How did it work out???

Sage raises $575m ahead of FDA review date for Zulresso

Company should get verdict by 19 March

In just under three weeks, Sage Therapeutics should hear back from the FDA on its filing for new antidepressant Zulresso, and the company has just raised $575m to help the commercial rollout if approved.

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So, you are approved by the FDA …

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How do you reach *EVERYONE*, not just the BioIndustry and Financial Markets Media Sectors ????

Biobusiness Media Audiences

Venture Capitalists	Healthcare Providers
Industry Analysts	- Hospitals
Regulatory Personnel	- Healthcare Systems
Biotech Industry Organizations	- Individual Providers
Service Professionals	Industry Organizations
Financial Advisors	Educators
Policymakers	Special Interest Groups
Legislators	Consumer Advocates
Insurance Providers	Consumers

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And why would you want to reach EVERYONE anyway?

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- *Yes, you can raise more money …*

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- *Yes, you can raise more money …*
- *For publicly-traded companies, yes, there may be a boost in stock price …*

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- *Yes, you can raise more money …*
- *For publicly-traded companies, yes, there may be a boost in stock price …*
- **The <u>People who will benefit</u> learn about it**

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- *Yes, you can raise more money …*
- *For publicly-traded companies, yes, there may be a boost in stock price …*
- **The People who will benefit learn about it**
- **The Medical Profession and Health Care facilities will know about it**

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- *Yes, you can raise more money …*
- *For publicly-traded companies, yes, there may be a boost in stock price …*
- **The <u>People who will benefit</u> learn about it**
- **The <u>Medical Profession and Health Care</u> facilities will know about it**
- **…** *and your* **<u>PRODUCT</u>** and your **<u>BRAND</u>** *become a* ***<u>KNOWN SOLUTION</u>*** *(Brand Awareness)*

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So how do we reach EVERYONE?

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Mainstream Media

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Case Study #2: Reaching the Mainstream Media

Date: March 19, 2019, 5:53PM-ET

The FDA Announces That It Has APPROVED Zulresso from Sage Therapeutics

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How Does the FDA Announce It Has Approved a Drug?

- Posting(s) on the FDA Website
- Paid Press Release of the Announcement
- Email tranches of the press release to individual journalists
- Staff at the ready at the FDA Office of Media Affairs

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5:53PM-ET, March 19, 2019 …

Zulresso

SAGE THERAPEUTICS

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THE STORY

- The FDA had approved the first-ever drug to treat **POSTPARTUM DEPRESSION**
- A new mother had to be on an **IV FOR 60 HOURS**
- The drug cost **$34,000**

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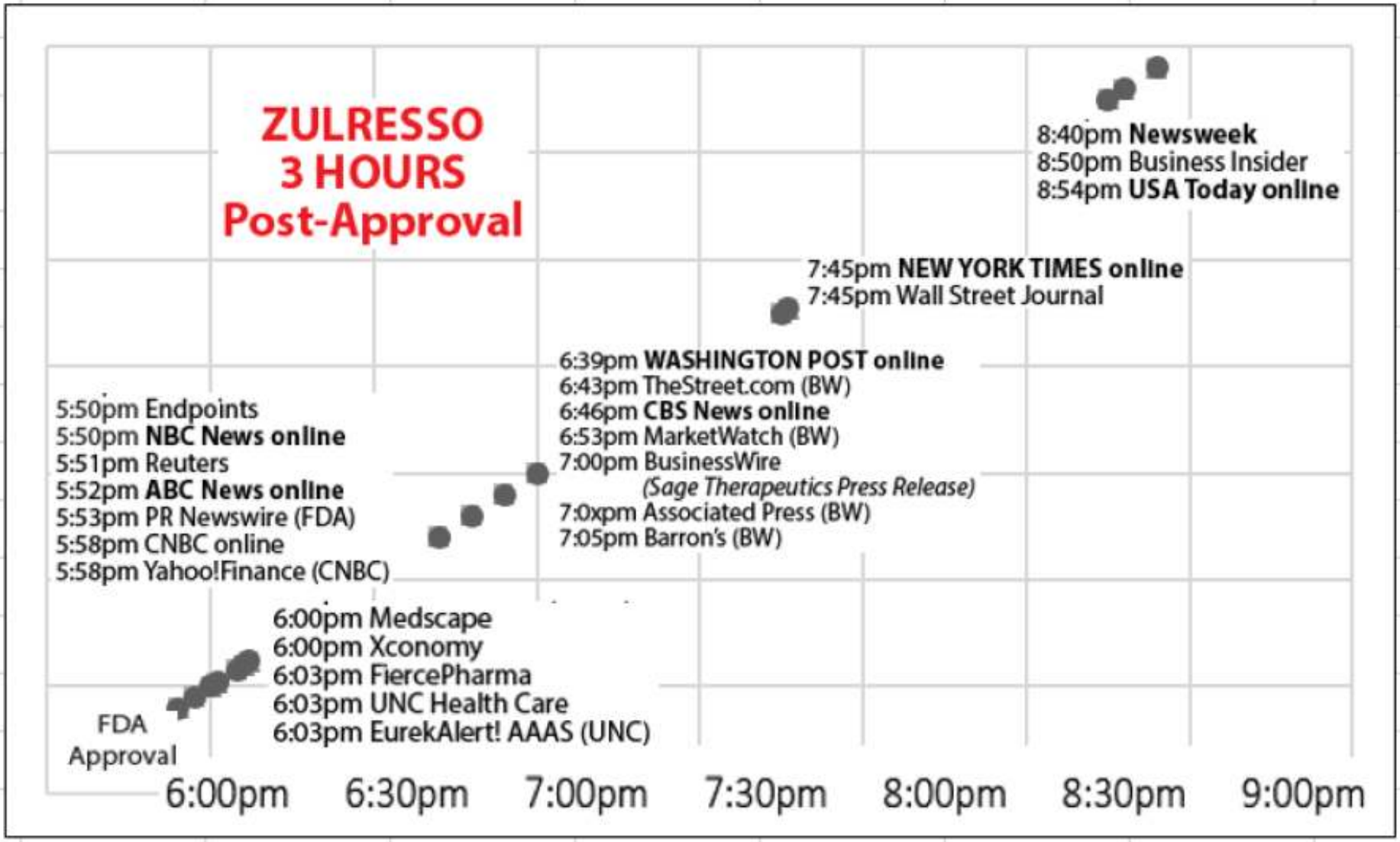

Data Sources: FDA, Office of Media Affairs and Media Outlets Listed
Mainstream Media Outlets are listed in **bold.**

The New York Times

F.D.A. Approves First Drug for Postpartum Depression

The medication works quickly, within 48 hours. But it's an expensive infusion and requires a stay in a medical center.

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The New York Times story, included:

- 1,500 word entry
- An interview with Sage Therapeutics CEO, Dr. Jeff Jonas
- Input from professors of psychiatry from Columbia University and Yale University
- Input from one Principal Investigator, a professor from University of North Carolina

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The New York Times story, included:

- A visit with a subject who had been part of the Zulresso trial and who had had a positive experience
- An original photo of the subject happily playing with her children

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The New York Times
did **NOT** do all this in the
1 hour 52 minutes
between the time of the FDA
announcement and the time it
published online.

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At the bottom of the New York Times online piece …

A version of this article appears in print on March 19, 2019, on Page A1 of the New York edition with the headline: Drug Approved For Depression In New Mothers. Order Reprints | Today's Paper | Subscribe

"A version of this article appears in print on March 19, 2019, on Page A1 of the New York edition with the headline: Drug Approved For Depression in New Mothers"

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"All the News That's Fit to Print"

The New York Times

Late Edition
Today, mostly sunny, a colder afternoon, high 51. Tonight, becoming cloudy, a spotty shower late, low 35. Tomorrow, cloudy, periodic rain, high 58. Weather map, Page A20.

VOL. CLXVIII ... No. 58,272 © 2019 The New York Times Company NEW YORK, WEDNESDAY, MARCH 20, 2019 $3.00

U.S. Strategy To Isolate Iran Roils Pentagon

Pompeo Wants to Lean on Iraq Over Its Ally

By EDWARD WONG and ERIC SCHMITT

KUWAIT CITY — The United States' attempts to isolate Iran, including by punishing Iraqi militias and politicians who are supported by Iranian officials, has deepened tensions not only between Washington and Baghdad but also within the Trump administration.

American military and intelligence officials said the increasing pressure on Iraq risks infuriating its Parliament, including politicians linked to Iran, which could limit the movements of the 5,200 United States troops based in Iraq.

Secretary of State Mike Pompeo, whose confrontational stand on Iran has already strained ties with European allies, is leading the push for Iraq to confront its fellow Shiite-majority neighbor. He arrived in the Middle East on Tuesday to speak with officials in Kuwait, Israel and Lebanon about containing Iran.

Under plans recommended by Mr. Pompeo and some White House officials, the State Department would designate Iran's military Islamic Revolutionary Guards Corps as a foreign terrorist organization. It would be a first instance of the United States designating a unit of another government's military as a terrorist group. American officials said it could put United States troops and intelligence officers at risk of similar actions by foreign governments.

The plans also would designate some Iraqi Shiite militias as foreign terrorist organizations. As a result, the Iranian-trained militias

Searching for the Dead
People in Zimbabwe dug for victims buried in mud from a cyclone that hit southern Africa. Rescue efforts continued. Page A10.

Portraits of Lives Cut Short by a Gunman's Hate

Details Emerge About the Worshipers Slain in New Zealand

By MEGAN SPECIA

The killer's victims included a dairy farmer, a cardiologist, a welder, a restaurateur, a software engineer and an aspiring pilot.

autopsies had been carried out on all 50 victims, but only 41 had been formally identified to the satisfaction of the coroner. Of those, six had been returned to their families.

Drug Approved For Depression In New Mothers

HOW BOEING'S JET WAS DEEMED SAFE GETS CLOSER LOOK

WAS A REVISION MISSED?

Audit of F.A.A. Process Is Sought by Secretary of Transportation

By DAVID GELLES and THOMAS KAPLAN

As regulators at the Federal Aviation Administration reviewed designs for Boeing's newest passenger jet, they paid extra attention to several features, including the lithium batteries, the pressure locking system and the inflatable safety slides.

One feature that did not receive exceptional scrutiny: a new software system intended to prevent stalls.

That same software is suspected of playing a role in two deadly crashes involving the same jet, the Boeing 737 Max. Authorities around the world are now taking a closer look at the jet's approval by the F.A.A., a process that relies heavily on Boeing employees to certify the safety of the plane.

The 737 Max was one of the first commercial jets approved under new rules, which delegated more authority to Boeing than had been the case when most previous planes were certified. And the software system did not raise warnings during the approval

"All the News That's Fit to Print"

The New York Times

Late Edition

Today, mostly sunny, a milder afternoon, high 54. Tonight, becoming cloudy, a spotty shower late, low 41. Tomorrow, cloudy, periodic rain, high 50. Weather map, Page A21.

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Drug Approved For Depression In New Mothers

By PAM BELLUCK

The first drug for women suffering postpartum depression received federal approval on Tuesday, a move likely to pave the way for a wave of treatments to address a debilitating condition that is the most common complication of pregnancy.

The drug works very quickly, within 48 hours — a significant improvement over currently available antidepressants, which can take two to four weeks to have an effect, if they work at all.

Experts say the new treatment will provide immediate relief for mothers whose depression keeps them from providing their babies with the care, bonding and nurturing that is crucial for healthy development. As many as one in seven American women experience depression during or after pregnancy.

"Postpartum depression is a serious condition that, when severe, can be life-threatening," Dr. Tiffany Farchione, acting director of the Division of Psychiatry Products at the Food and Drug Administration's Center for Drug Evaluation and Research, said in a statement.

Continued on Page A16

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The New York Times in PRINT came out on March 20, 2019 …

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The New York Times in PRINT came out on March 20, 2019 …

Mainstream Media has a Two-Day Effect

Time Period	Select Mainstream Media Outlets
Midnight-9:00AM	New York Times – Digital Edition – Front Page Feature "Drug Approved for Depression in New Mothers"
9:00AM-Noon	New York Times – Print Edition – Front Page – Page A1, "Drug Approved for Depression in New Mothers" CNN – Dr. Sanjay Gupta ABC – Good Morning America NBC – The Today Show New York Times – Online – Morning Briefing – Item #4
Noon-6:00PM	Fox News, using embedded CNN video National Public Radio (NPR) – All Things Considered
6:00PM-12Midnight	CBS Evening News PBS NewsHour New York Times Online – Evening Briefing – Item #7

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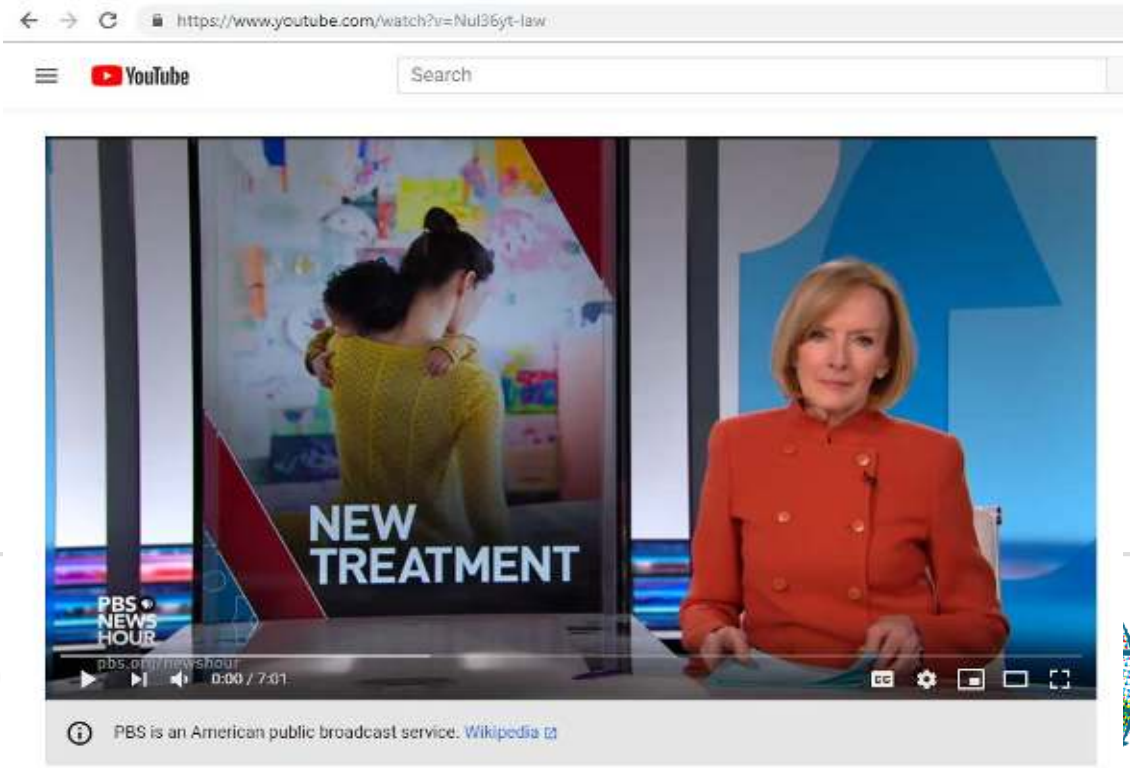
Mainstream Media

Also has social media power



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npr 24-hr Pgm Stream

Why new treatment for postpartum depression could be a 'game-changer'

1,942 views

31 4 SHARE SAVE ...

PBS NEWS HOUR

PBS NewsHour

Published on Mar 20, 2019

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Online reach of The New York Times

- Print circulation:
  - 2005 – 1.1 M newspapers daily
  - 2017 – 540,000 newspapers printed daily
- Online circulation:
  - Feb, 2018 - 2.6 M paid subscribers
  - After several free articles/month, individual articles can be purchased

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Rank	Media Outlet
#1	Yahoo!
#2	New York Times
#3	CNN
#4	Fox News
#5	National Public Radio
#6	Washington Post
#7	USA Today
#8	BuzzFeed
#9	The Guardian
#10	British Broadcasting Corporation

Source: Turbine Labs, "Ten Most Viral News Sources", March 22, 2018[11]

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USA Today – posted 8:54PM-ET

- 250+ words entry
- Sourced from: FDA announcement, the one-hour old New York Times entry, links to the (CDC) Centers for Disease Control and National Institute of Mental Health, quotes from an earlier CNN interview with Sage CEO, Jeff Jonas, and a Time video: “11 Celebrities Who Battled Post-Partum Depression.”

Validating BIEM 2.0

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SOME CONCLUSIONS

Validating BIEM 2.0

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SOME CONCLUSIONS

An FDA drug approval, by itself, is **NEVER** *Mainstream news*

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SOME CONCLUSIONS

An FDA drug approval, by itself, is **NEVER** *Mainstream news*

Most Biotech stories are **COMPELLING** *at some level … and that's what drives Mainstream Media interest*

Validating BIEM 2.0

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SOME CONCLUSIONS

An FDA drug approval, by itself, is **NEVER** *Mainstream news*

Most Biotech stories are **COMPELLING** *at some level … and that's what drives Mainstream Media interest*

PREPAREDNESS – *Sage Therapeutics was prepared*

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Rules for Journalists

Know Your Journalist

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Rules for Journalists

What's everybody's favorite subject?

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Rules for Journalists

What's everybody's favorite subject?

Themselves **

** *True also for journalists …*

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Rules for Journalists

What's everybody's 2nd favorite subject?

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Rules for Journalists

What's everybody's 2nd favorite subject?

… Humans

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Rules for Journalists

Every Journalist needs

a different story

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Rules for Journalists

Constantly re-vitalize

your story/stories

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“KALEIDOSCOPE” YOUR STORIES

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Rules for Journalists

Come back next time

with a NEW story

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Rules for Journalists

Tell the Truth **

*** (Tell your Truth)*

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Table 5: The TARES Test: Five principles of ethical persuasion[26]

Truthfulness (of the message)
Authenticity (of the persuader)
Respect (for the persuadee)
Equity (of the personal appeal)
Social Responsibility (for the common good)

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Rules for Journalists

Have people that journalists can talk to … ***

*** CEO, scientists, …*

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Rules for Journalists

Be open about the competition

Be respectful about the competition

Be accurate about the competition

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Rules for Journalists

***Listen* to what the journalist tells you he or she is interested in**

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Rules for Journalists

Never* ask the journalist to do any *work

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Rules for Journalists

***Always* return**

the journalist's *call*

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Rules for Journalists

Even if you have nothing to say

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Rules for Journalists

Especially if you have nothing to say

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Rules for Journalists

You can never control the story

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The Basic Rule of Media Coverage

Positive Coverage is positive

Negative Coverage is negative

(Negative coverage must be countered and buried)

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Last Rule for Journalists

It's not just who you know …

It's who, who you know, knows

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Thank You !!!

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QUESTIONS …

BIO 2019 – Boston
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Moira Gunn, Ph.D.

Associate Professor, University of San Francisco

Associate Director for Bioentrepreneurship, PSM/Biotechnology

Host, *BioTech Nation, Tech Nation Health & Tech Nation*

The NPR Channel/SiriusXM, and other NPR venues

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