

BIO 2017 – San Diego

WORKING WITH THE MEDIA

... Thoughts for Bioentrepreneurs

Moira Gunn, Ph.D.

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

National Public Radio 24-Hour Program Stream

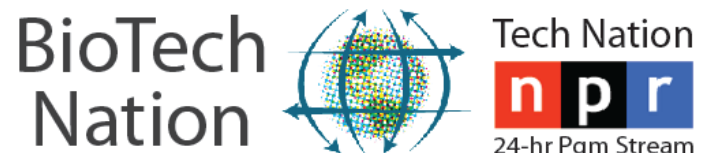
NPR Channel/SiriusXM, NPR Worldspace

Director, Business of Biotechnology Program

School of Management, University of San Francisco



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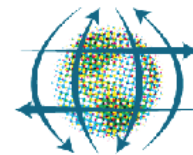
Welcome to the your

Biobusiness Media Primer !!!



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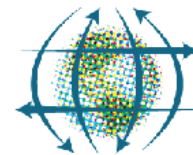
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A few questions:

- Anyone here a member of the media?

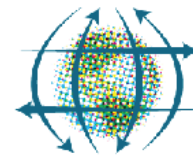


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A few questions:

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



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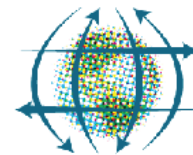
A few questions:

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



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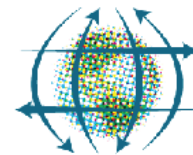
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A few more questions:

- Anyone here been *misrepresented* in the media?

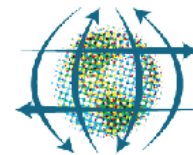


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A few more questions:

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



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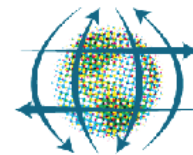
You've just participated in ...

LESSON #1



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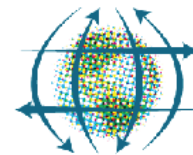
LESSON #1

Know Your Audience



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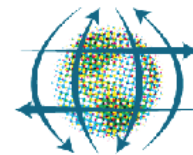
**When you are targeting journalists
and media outlets ...**

Know their Audience



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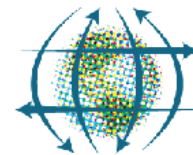
Now you are ready for ...

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LESSON #2

You Cannot Control

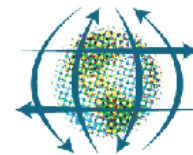
***What the Media Reports
about You ...***

***But You Can Give Yourself
Your Best Shot***



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Caveat ...

What I'm telling you is

my experience

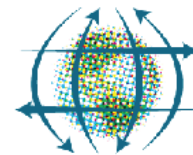
being a member of

the Global Science-Business Media



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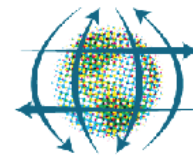
JOURNALIST

- Host, *Tech Nation* and its segment, **BioTech Nation** and a *new* segment **Tech Nation Health** on NPR
- Author, “Welcome to BioTech Nation”
- Multiple domestic stations, airplays on NPR 24-hour program stream, NPR Sirius-XM (full nationwide + global coverage), NPR WorldSpace, AFRTS to 177 countries, et al.
- Podcasts, iTunes, Stitcher, et al.
- In the biotech field, 900++ interviews with CEOs, VCs, policymakers, elected officials, regulators, etc.
- At each BIO, 45-60 interviews



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PROFESSOR

- School of Management, University of San Francisco
- Director, Business of Biotechnology Program
- Cross-university graduate program
- Serves MBA/JD-MBA/ Masters Info Systems/ Professional Sci Masters, Biotech, and others
- 400+ graduate students to date

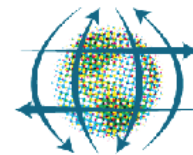
Exemplar Courses

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



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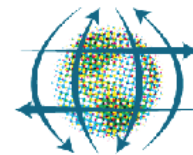
The *journalist* in me wants to tell you

HOW to deal with the media ...



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The *journalist* in me wants to tell you

HOW to deal with the media ...

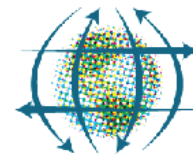
The *professor* in me

wants to tell you **WHY**



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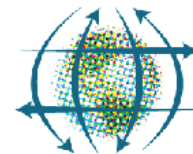
So let's start there ...

Why should a Biotech Business be concerned about Media?



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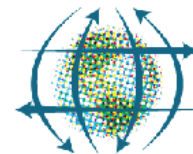
Because ...

Media drives Perception



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Because ...

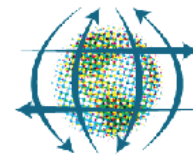
Media drives Perception

Media drives Google-able Data



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Because ...

Media drives Perception

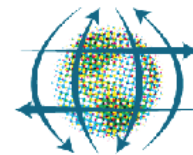
Media drives Google-able Data

Media does *NOT* drive Truth



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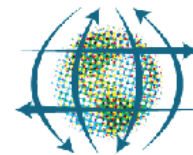
And ...

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



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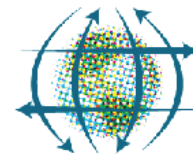
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*What's the difference between Advertising
and Public Relations?*



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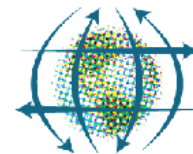
*What's the difference between Advertising
and Public Relations?*

In Advertising, you say you're great



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*What's the difference between Advertising
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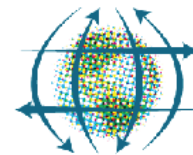
In Advertising, you say you're great

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



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*What's the difference between Advertising
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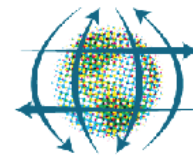
In Advertising, you say you're great

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



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WHAT DO YOU NEED TO DO?

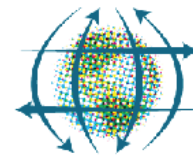
WHERE DOES MEDIA FIT ...

... in the transition from cutting-edge science
to the registered product ???



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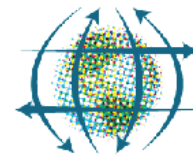
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You need it when you are raising money ...



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Traditional Target Audiences

Biobusiness Media Audiences

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

Healthcare Providers

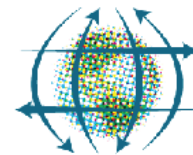
- Hospitals
- Healthcare Systems
- Individual Providers

Industry Organizations
Educators
Special Interest Groups
Consumer Advocates
Consumers



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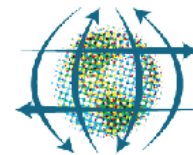
A Frequent Source of Money ...

Venture Capitalists



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A Frequent Source of Money ...

Venture Capitalists

Back to Lesson #1 – Know Your Audience

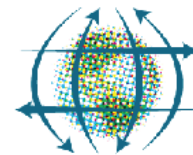
Who are they?

What is important to them?



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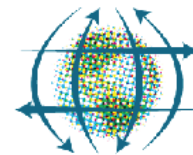
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*Here's some insight into who the VC's are in the
Biopharma space ...*

- *Sought to validate the Bioenterprise Innovation Expertise Model (BIEM 2.0) through experienced biopharma VC's*
- *An ancillary result was insight into the VC's*



*Journal of
Commercial
Biotechnology
(2016) 22(2) 50-63*

Article

The BIEM Verification Study: Experienced Venture Capitalists Assess a Biopharmaceuticals Innovation Expertise Model

Moira Gunn

founded and directs the Business of Biotechnology Program in the School of Management at the University of San Francisco, where she is an assistant professor. The former President of SIBER, the Society for International Bioentrepreneurship Education and Research, she also hosts Tech Nation, and its regular segment BioTech Nation, which air on the NPR channel of SiriusXM, among other venues.

Nola Masterson

is Founder and Managing Director of Science Futures Management Company, LLC, and an Adjunct Professor in the Business of Biotechnology Program in School of Management of University of San Francisco.

Paul Lorton, Jr.

is a Professor of Management Information Systems in the School of Management at the University of San Francisco.

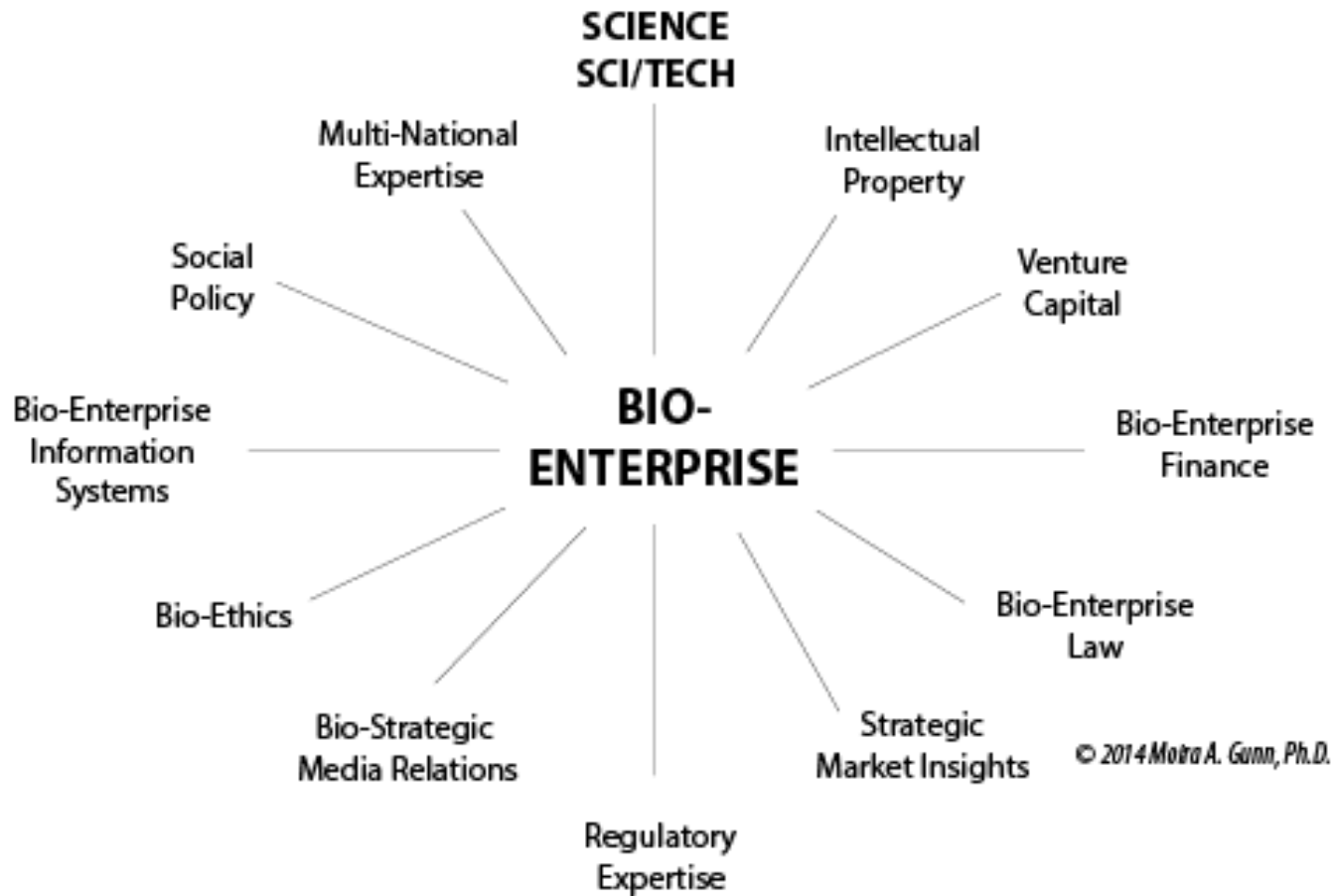
Jacques Baronet

is a Professor of Entrepreneurship and Innovation Management at the University of Sherbrooke, Quebec, Canada.

ABSTRACT

Developing biopharmaceutical therapies is a scientifically complex endeavor, requiring from ten to fifteen years of effort with successive rounds of increasingly greater investment capital in a risk-intensive landscape. With failure rates at 88%, and an all-attempts-averaged investment of over \$2B per approved drug, discussions of what leads to success and/or failure are pervasive. In this milieu, the BIEM (Bioenterprise Innovation Expertise Model) model was developed so that the status of a bioenterprise could quickly be assessed. Assessing the BIEM model, 20 biopharmaceuticals venture capitalists with 30 years average biotechnology industry experience, all having board experience, most having served as board chairs, and 80% having been CEO's and/or presidents, rated the innovation expertise disciplines of BIEM 2.0 as to their importance in the scientific discovery through market-ready product innovation phase of biopharmaceutical development. Despite a small sample size, statistically significant insights were produced, verifying the BIEM model. The most important innovation expertise disciplines were intellectual property, science, regulatory expertise, and venture capital, in that order. Further, the strongest correlations linked regulatory expertise and science, and equally so, intellectual property and venture capital. Additional insights with respect to the profiles of the biopharmaceutical venture capitalists themselves is also presented.

Bioenterprise Innovation Expertise Model (BIEM 2.0)



Validating BIEM 2.0

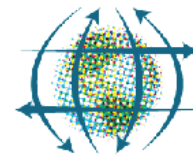
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- ***20 Biopharmaceutical VCs***
 - ***Minimum biobusiness expertise: 20 years***
 - ***Average biobusiness expertise: 30 years***
- ***Validated all the BIEM disciplines***
 - ***Introduced/suggested no add't'l disciplines***
- ***Interrelations – Most Strongly Correlated***
 - ***IP with Venture Capital***
 - ***Regulatory Expertise with Science***
 - ***Technology with Information Systems***



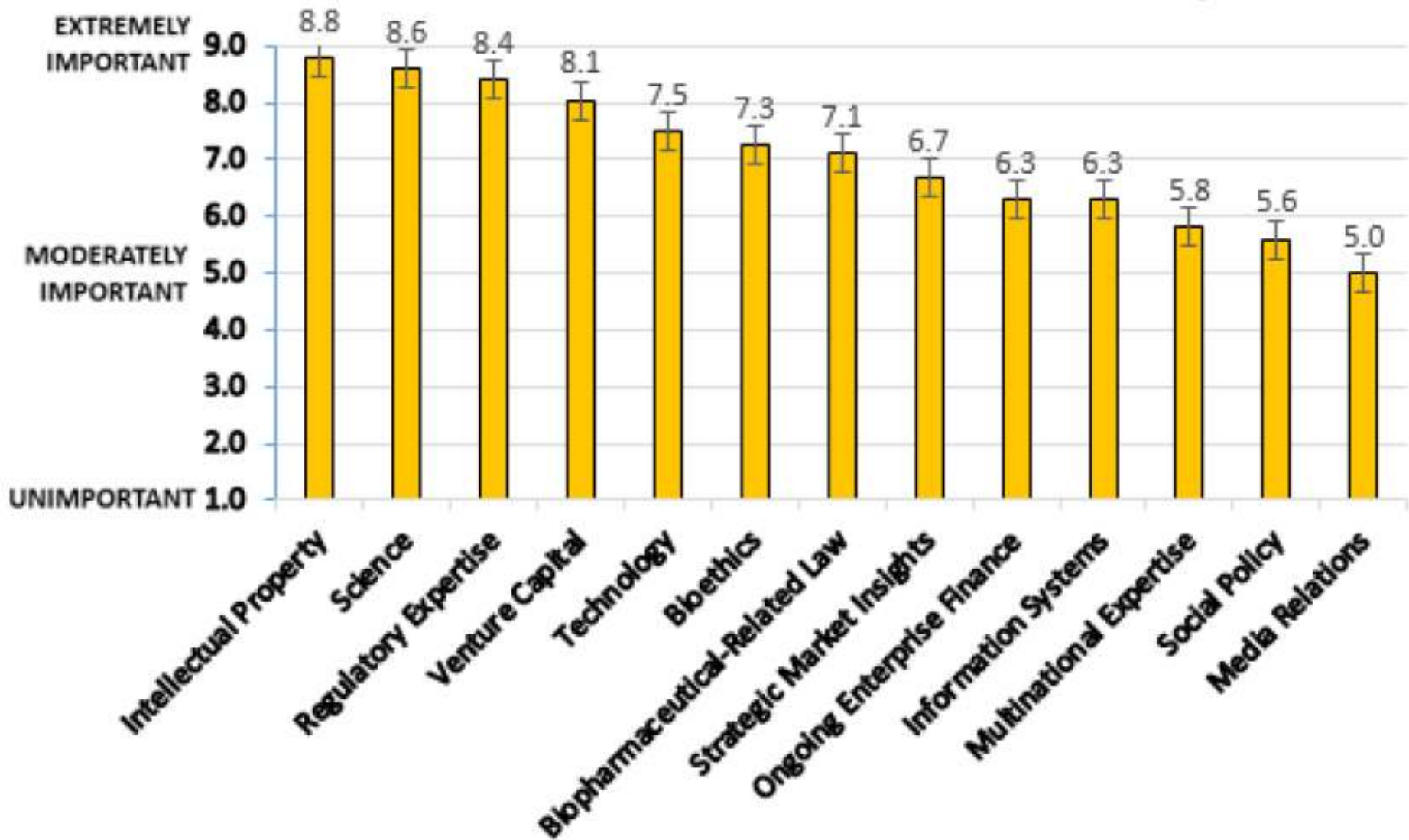
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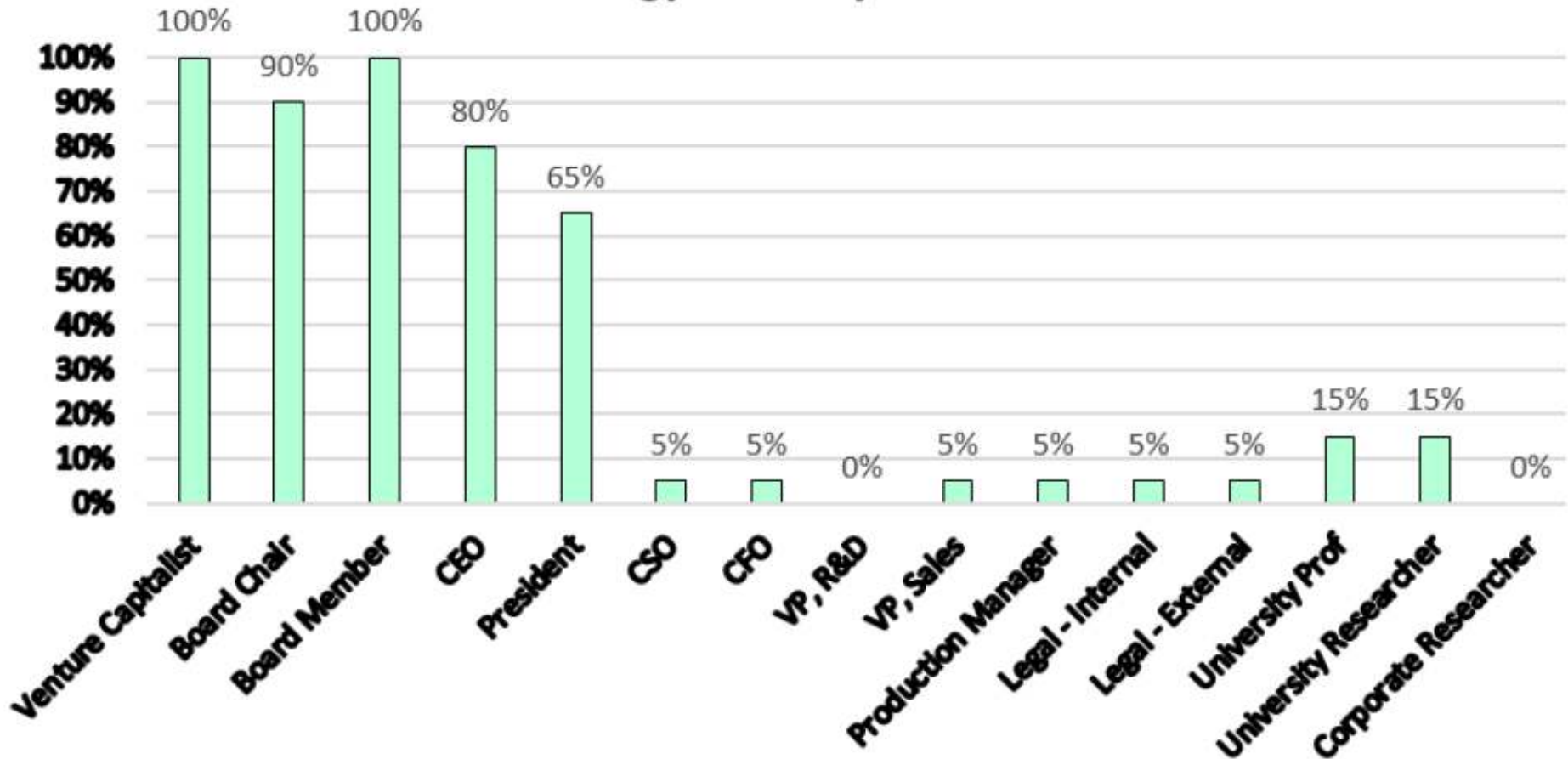
Experienced Biopharmaceuticals Venture Capitalists' Assessment of BIEM Model Innovation Expertise



Who are the Biopharma VC's?

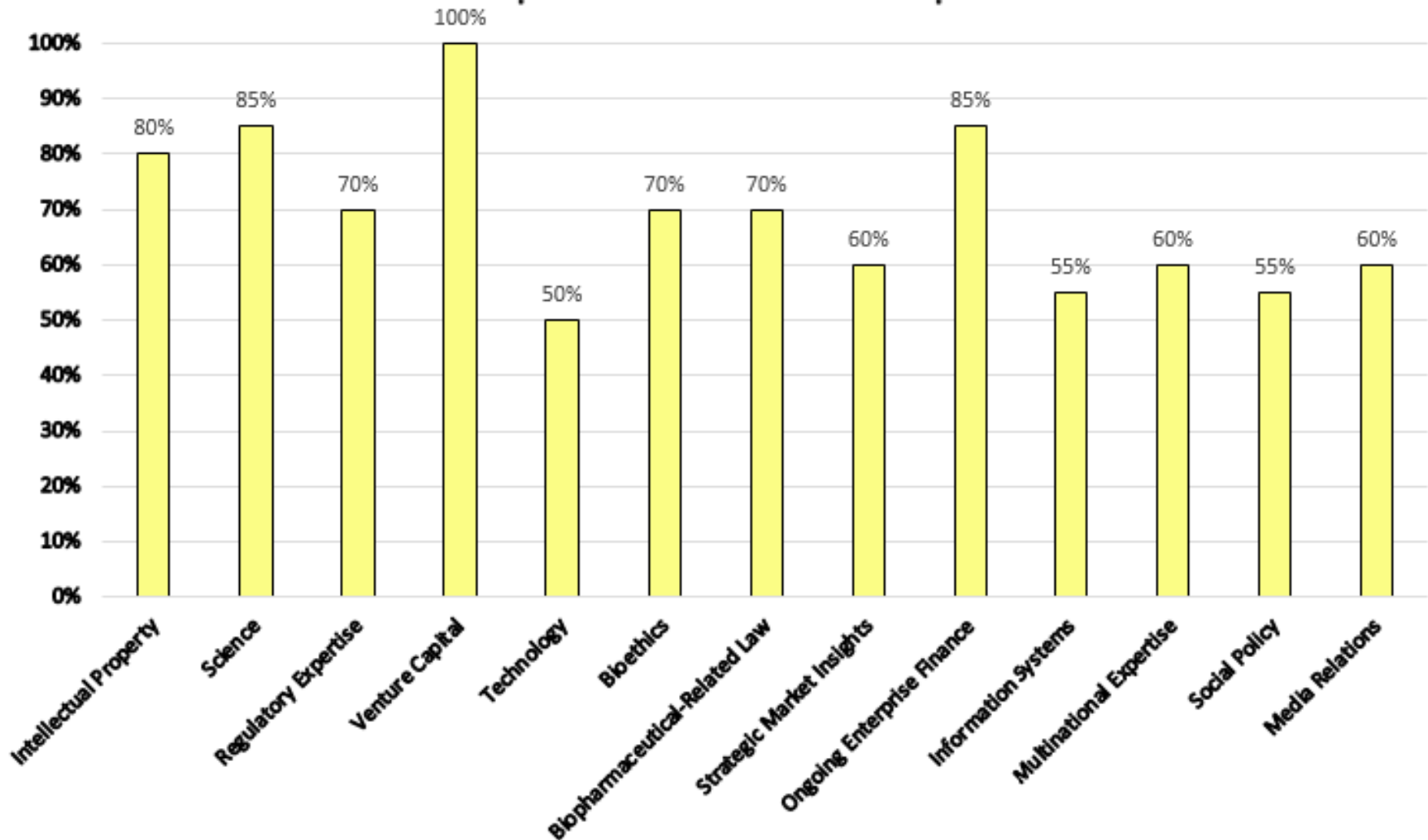
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Experienced Biopharmaceuticals Venture Capitalists' Biotechnology Industry Career Positions Held



How do VC's Rate Their Own Expertise?

Self-Assessed Combined Primary and Secondary Expertise Profiles
Biopharmaceuticals Venture Capitalists



Validating BIEM 2.0

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- **No New** expertise areas were identified
- **Not All** expertise areas important at every stage
- Expertise **dynamically** needed over time
 - Every organization/effort is **unique**
- **Every** bioenterprise could need **Media Savvy** at any stage of development – from inception through to fully-delivered product

Validating BIEM 2.0

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You get a meeting with a VC ...

They will google you immediately beforehand

... you better google you beforehand

Do you have an answer for everything?

... at least you should know about the item

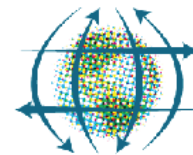
How do you play “DEFENSE” when it’s serious?

... here’s how



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Case Study #1: Playing Defense

Date: 2015

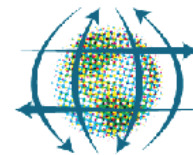
*The Biotech Marketspace: **Oncolytic Viruses***

*Media Outlet: **Breaking Industry News***



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Amgen

Profile: Large biopharma firm, Thousand Oaks, California

Trades on NASDAQ at roughly \$164/share

2015 Revenue: \$22 Billion

Back in 2015, has a Lead Oncolytic Virus product candidate:

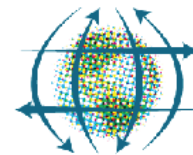
>>> “T-Vec” for Melanoma

>>> No others approved at the time



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Sample Media Outlet: “*Fierce Biotech*” – fiercebitech.com

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Accelaron dumps dalantercept after kidney cancer trial fail



Lilly's CGRP inhibitor galcanezumab hits the mark in migraines



Struggling Regulus promotes ex Lilly exec as new CMO



EU, U.S. and Japanese regulators join forces on antibiotic trials



OSE, MSK ally to advance anti-CD127 NSCLC candidate

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FierceWireless
FierceInstaller

Marketing & Retail

FierceCMO
FierceMobileMarketer
FierceRetail
FierceRetailIT
FierceMobileRetail

Healthcare

FierceEMR
FierceHealthcare
FierceHealthFinance
FierceHealthIT
FierceHealthPayer
FierceHealthPayerAntiFraud
FierceMobileHealthcare
FiercePracticeManagement
Hospital Impact

Government

FierceGovernment
FierceGovernmentIT
FierceHomeland Security
FierceMobileGovernment
FierceCities
FierceGovHealthIT

Life Sciences

FierceBiotechResearch
FierceBiotech
FierceBiotechIT
FierceCRO
FierceDiagnostics
FierceDrugDelivery
FierceMedicalDevices
FiercePharma
FiercePharmaAsia
FiercePharmaManufacturing
FiercePharmaMarketing
FierceVaccines
FierceAnimalHealth

Enterprise IT

FierceBigData
FierceCIO
FierceContentManagement
FierceDevOps
FierceEnterpriseCommunicatio
FierceIT Security
FierceMobileIT

Energy

FierceEnergy
SmartGridNews

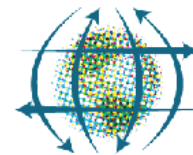
Finance

FierceCFO
FierceFinanceIT



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Back in June, 2015 ...



Hold the offer: Bavarian Nordic declares it's not for sale

Despite the M&A wave across biopharma that doesn't show signs of slowing, Bavarian Nordic's top dog has said his company isn't interested in getting involved.

Takeda, Daiichi Sankyo ink flu vaccine distribution pacts with Japan's Kaketsuken



TOP HEADLINES

EDITOR'S CORNER

GlobelImmune's Gilead-partnered hep B vaccine fails in Phase II

GlobelImmune's in-development vaccine for hepatitis B missed the mark in a Phase II trial, marring the value of a program licensed to Gilead Sciences. [Read more from FierceBiotech >>](#)

Serum Institute, Cipla partner to market flu vaccine in India

May 28, 2015

Serum Institute of India and compatriot Cipla have inked a pact to market a flu vaccine.

Amgen publishes pivotal T-Vec data as it awaits FDA decision

May 28, 2015

Riding momentum from an FDA

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FierceBiotech

Presents: An Executive Breakfast

Cancer Drug R&D: Blazing a Short Path to an Accelerated Approval

June 16, 2015 • 7:15am to 8:45am
Philadelphia, PA

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Hold the offer: Bavarian BioPharma declares it's not for sale

Despite the M&A wave across biotech, Bavarian BioPharma shows signs of slowing. The company said its company isn't interested in being acquired.

Takeda, Daiichi Sankyo reach distribution pacts with Kaketsuken

Amgen publishes pivotal T-Vec data as it awaits FDA decision

May 28, 2015

Riding momentum from an FDA advisory committee recommendation last month, Amgen rolled out its data from a pivotal study of its cancer vaccine talimogene laherparepvec (T-Vec) on Tuesday as it awaits the agency's final decision, expected later this year.

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Biotech

Executive Breakfast

R&D: Blazing a Short Accelerated Approval

7:15am to 8:45am
PA

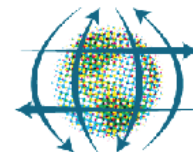
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Riding momentum from an FDA

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Typical media scenario ...

Make a press announcement when FDA panel makes a positive decision

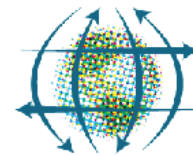
Make another press announcement with final FDA decision

What's this item about?



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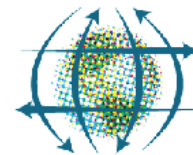
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So I entered “T-Vec” in the Search Box ...



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Results of “T-Vec” search in FierceBiotech ...

Amgen publishes pivotal T-Vec data as it awaits FDA decision

 FierceVaccines | May 28, 2015

Despite meeting the primary endpoint in the trial, T-Vec fell short of its secondary endpoint of overall ...

UPDATED: Suicide stunner prompts Amgen to dump brodalumab, denting AstraZeneca's rep

May 23, 2015

drug T-Vec, while Corlanor (ivabradine) was approved as a new heart therapy in April. But T-Vec ...

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It meant that prior to this new Amgen story, if anyone entered “T-Vec” in the Search Box, the **first thing** to pop up would be ...

UPDATED: Suicide stunner prompts Amgen to dump brodalumab, denting AstraZeneca's rep

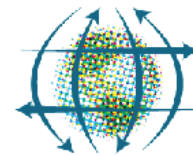
May 23, 2015

drug T-Vec, while Corlanor (ivabradine) was approved as a new heart therapy in April. But T-Vec ...



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It meant that prior to this new Amgen story, if anyone entered “T-Vec” in the Search Box, the **first thing** to pop up would be ...

UPDATED: Suicide stunner prompts Amgen to dump brodalumab, denting AstraZeneca's rep

May 23, 2015

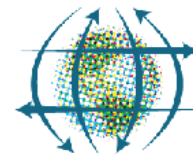
drug T-Vec, while Corlanor (ivabradine) was approved as a new heart therapy in April. But T-Vec ...

... this is not good ... and it has nothing to do with T-Vec



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Amgen publishes pivotal T-Vec data as it awaits FDA decision

➔ FierceVaccines | May 28, 2015

Despite meeting the primary endpoint in the trial, T-Vec fell short of its secondary endpoint of overall ...

UPDATED: Suicide stunner prompts Amgen to dump brodalumab, denting AstraZeneca's rep

May 23, 2015

drug T-Vec, while Corlanor (ivabradine) was approved as a new heart therapy in April. But T-Vec ...

Might Amgen have strategically pushed the “Suicide stunner” headline down by intentionally creating a new story?

Amgen publishes pivotal T-Vec data as it awaits FDA decision

➔ FierceVaccines | May 28, 2015

Despite meeting the primary endpoint in the trial, T-Vec fell short of its secondary endpoint of overall ...

UPDATED: Suicide stunner prompts Amgen to dump brodalumab, denting AstraZeneca's rep

May 23, 2015

drug T-Vec, while Corlanor (ivabradine) was approved as a new heart therapy in April. But T-Vec ...

**Consistent
Positive/
Non-problematic
Mentions
In FierceBiotech**

NewLink continues cancer vaccine Ph III trial with interim data under wraps

➔ FierceVaccines | May 14, 2015

with Bristol-Myers Squibb's (\$BMY) Yervoy, and Amgen (\$AMGN), which is testing its T-Vec with Merck's ...

Profound reverse-merges onto TSX; Startup wins €2M to develop novel dialysis tech;

➔ FierceMedicalDevices | May 1, 2015

@JohnCFierce: T-Vec panel demonstrates just how accepting the FDA and its panels are when it comes ...

Omnicare draws buyout interest from Express Scripts, CVS; Akorn asks Oklahoma not to use its drugs to execute;

➔ FiercePharma | May 1, 2015

next big M&A splash. Articles | Follow @FierceBiotech @JohnCFierce: T-Vec panel demonstrates just ...

Amgen wins FDA panel n

➔ FierceVaccines | April 29, 2015

submits melanoma-fighter T-Vec

An EEG via a tattoo?; Samsung testing Alzheimer's memory app;

➔ FierceMedicalDevices | April 30, 2015

wins FDA panel nod for T-Vec in melanoma. News > Final trial results show GSK malaria vaccine's ...

Report: Pfizer bids on Sobi; Bellicum buys into TCR;

April 30, 2015

than Merck's Zostavax in older adults, study says. Story > Amgen wins FDA panel nod for T-Vec ...

Celgene sales miss, profits double; Opdivo closes in on first-line melanoma use;

➔ FiercePharma | April 30, 2015

Merck's Zostavax in older adults, study says. Story > Amgen wins FDA panel nod for T-Vec in melanoma, ...



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By the next day, the headlines were already moving again ...

UPDATED: Bristol-Myers dominates--and disappoints--at ASCO immunology debut

May 29, 2015

Laboratories. Related Articles: FDA panel gives a thumbs up to Amgen's T-Vec for melanoma Bristol-Myers ...

Amgen publishes pivotal T-Vec data as it awaits FDA decision

 FierceVaccines | May 28, 2015

Despite meeting the primary endpoint in the trial, T-Vec fell short of its secondary endpoint of overall ...

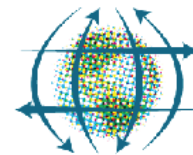
UPDATED: Suicide stunner prompts Amgen to dump brodalumab, denting AstraZeneca's rep

May 23, 2015

drug T-Vec, while Corlanor (ivabradine) was approved as a new heart therapy in April. But T-Vec ...



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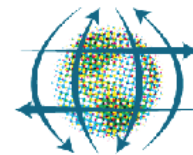
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LESSON #156

*If there is inadvertent
“negative perception”,
create a new (and different!)
story to push it down*



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LESSON #182

Even on “Offense”,

You still need

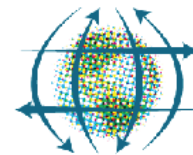
A good story

*- Your *own* good story*



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Case Study #2: Let's Play Some More Defense

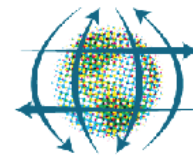
HONG KONG

PUERTO RICO



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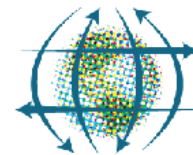
The Tyranny of

INDUSTRY REPORTS



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HONG KONG

Profile: Life Science Industry – Pharmaceuticals, Traditional Chinese Medicines, Medical Devices and Biotechnology

250-300 biotech-related companies

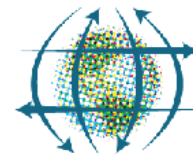
70 listed on Hong Kong Stock Exchange

*“The total number of basic medical publications per year was doubled to about **700** between 1997 – 2002. It is estimated that Hong Kong universities produce about **250** biomedical publications of high impact factor per annum at present.”* **Hong Kong Innovation and Technology Commission, April 12, 2017**



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Puerto Rico

**Profile: Life Science Industry – Pharmaceuticals,
Medical Devices and Biotechnology**

Pharmaceuticals - \$40B/year

7 of top 10 drugs manufactured there

12 of top 20 pharma/biopharma companies there

49 FDA-approved manufacturing plants

Medical Devices - \$4B/year

7 of top 10 drugs manufactured there

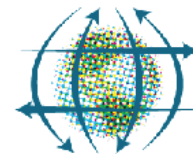
12 of top 20 medical device companies there

78 medical device manufacturing plants



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Hong Kong & Puerto Rico

Neither are Nation-States per the United Nations

PR – U.S. Territory

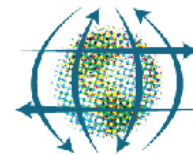
HK – Autonomous Territory of China

But what does this matter?



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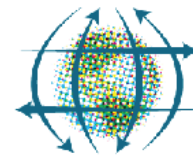
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*Let's look at **INDUSTRY REPORTS***



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Scientific American WorldVIEW +++ ScoreCard

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FEATURED STORIES

THE **worldVIEW**
100

The Worldview 100



SCIENCE OF COMMUNICATION

Pessimists vs. Progress
Robert Goldberg

MORE



BENCH TO BUSINESS

Room to Grow
LabCentral gives start-ups the space and resources to thrive

MORE

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WORKING

BIO 2017 Biotechnology Education

2015

Scientific American WorldVIEW Scorecard

“Author! Author!
The highest ranked nations
publish the most”



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AUTHOR! AUTHOR!

The highest-ranked nations publish the most

As a meta-analysis, the Scientific American WorldVIEW Scorecard is created from a broad collection of data comparisons. This year we added a new resource to this mix, the Nature Index (<http://www.natureindex.com/>), which tracks scientific publications. In past issues we've examined the connection between a nation's rank on the Scorecard and its publishing output, and the Index allows us to revisit that concept—but with data from a far greater number of countries. Our results show that several nations in particular generate many more publications than might be expected.

The Nature Index not only provides a database of scientific publications but it also keeps track of the institutional and country affiliations of each author. It divides articles in four main categories: chemistry, earth and environmental sciences, life sciences and physical sciences. Data for each country are collected by article count (AC), with each nation receiving a credit for any article in which it can claim one of the authors. The database also calculates a weighted

fractional count (WFC), which indicates the percentage of authorship from a country (and includes an adjustment that addresses an imbalance in some of the journals being tracked).

For each country, we compare the Nature Index 2014 WFC for life sciences articles to the overall Scorecard ranking (excluding Hong Kong and Puerto Rico, which are not in the Nature Index). Not surprisingly, the results show considerable scatter, especially since some segments of the life sciences do not relate to biotechnology. Likewise, other categories of the Nature Index, such as chemistry, include articles that would impact aspects of biotechnology. Nonetheless, the graph shows that a higher overall Scorecard finish is associated with a higher article output. In fact, the findings suggest a potentially exponential correlation.

Certain countries score much higher than expected. For example, the U.S. WFC lands nearly off the chart—more than four times greater than predicted by the correlation equation that best fits the data. China also exceeded expectations, publishing far more articles than other nations finishing as low as it does on the Scorecard. As we've noted in the past, however, publishing lots of articles is not the same as publishing lots of valuable articles.



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Scientific American

WorldVIEW Scorecard

“For each country, we compare the Nature Index 2014 WFC for life sciences articles to the overall Scorecard ranking (excluding Hong Kong and Puerto Rico, which are not in the Nature Index.)”



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AUTHOR! AUTHOR!

The highest-ranked nations publish the most

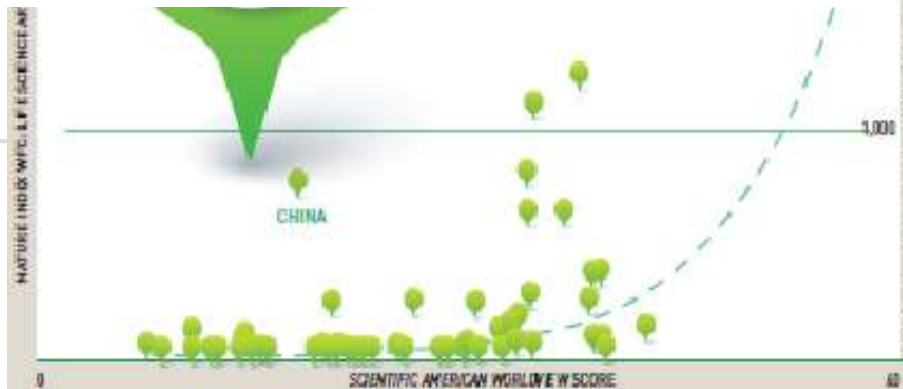
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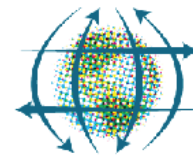
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Let's look in the NATURE Index ...



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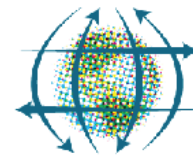
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“404 Page not found”



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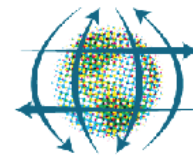
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PUERTO RICO ... is not a country

HONG KONG ... is not a country

- But its universities and research institutions – and their publications – are separately listed in the Nature Index
- If you scrape that data, the picture changes



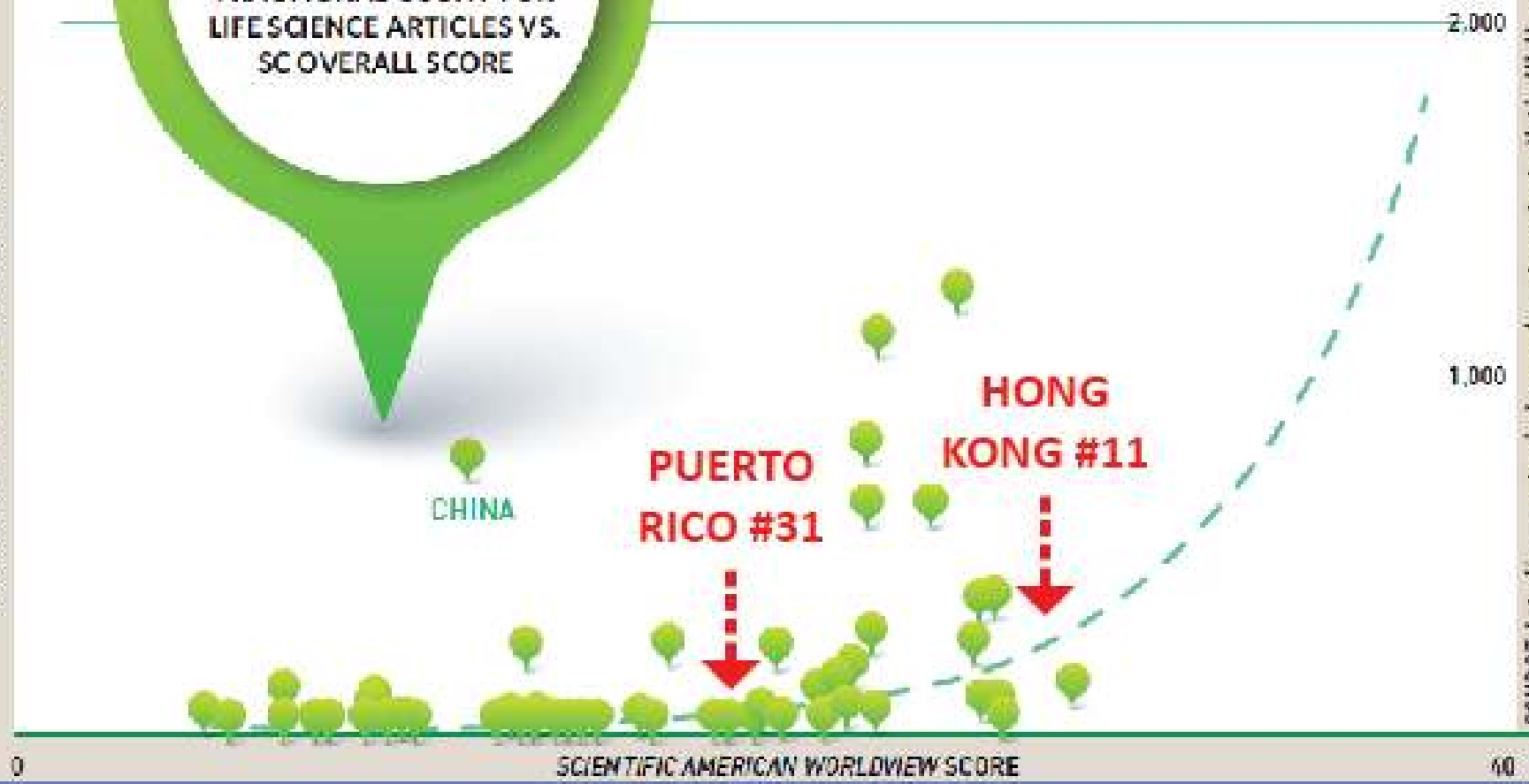


If Hong Kong & Puerto Rico had been included...

USA
7,606

NATURE INDEX WFC: LIFE SCIENCE ARTICLES

SOURCE: [http://www.natureindex.com/country-outputs/Net in HL Hong Kong & Puer to Rico](http://www.natureindex.com/country-outputs/Net%20in%20HL%20Hong%20Kong%20&%20Puer%20to%20Rico)



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Puerto Rico & Hong Kong

Inadvertently marginalized and misrepresented in these two respected industry reports

Also, Puerto Rico has mainstream media problems

#1 – \$76 Billion in debt

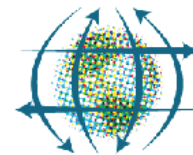
#2 – The Zika virus

#3 – ... and ...



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Puerto Rico – John Oliver, Lin Manuel Miranda



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BIO 2014 Bio-Entrepreneurship Boot Camp

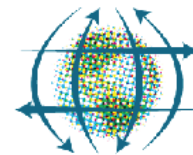
No matter what, the **POINT** of *Media Savvy* is to ...

REACH ESSENTIAL TARGET AUDIENCES



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BIO 2017? – Can get pre-registered Media Lists

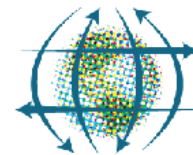
24	Alex	Keown	Freelance Journalist	BioSpace	IA		1 8177	keown.a	Yes
25	Harry	Tracy	Editor and Publisher	NeuroPerspective	CA		1 7607	neuro@r	Yes
26	Jennifer	Boggs	Managing Editor	BioWorld Today	GA		1 7708	jennifer.	Yes
27	Ken	Stone	Contributing editor	Times of San Diego	CA		1 6192	kens@ti	Yes
28	Lisa	Lamotta	Editor	Informa Life Sciences Group	DC		1 9085	llamotta	Yes
29	Beth	Kutscher	Healthcare news editor	Modern Healthcare	CA		1 4158	bkutsche	Yes
30	Ron	Leuty	Biotech reporter	San Francisco Business Times	CA		1 4152	rleuty@	Yes
31	Katelyn	Busse	Scientist	Biotech Weekly	CA		1 6092	katelyn@	Yes
32	Johann	Tsai	Journalist	Global Bio & Investment Monthly		Taiwan	8862 2	johann.t	Yes
33	Karen	Pihl-Carey	Analyst	BioWorld Today	PA		1 7708	karen.pil	Yes
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37	Marie	Powers	News Editor	BioWorld Today	GA		1 7704	marie.pc	Yes
38	Laura	Helbling	Senior Writer	The Pink Sheet/Informa	DC		1 5738	laura.hel	Yes
39	Wayne	Koberstein	Executive Editor	Life Science Leader	OR		1 5415	wayne.k	Yes
40	Tamra	Sami	International business journa	Pharmasia News	Western / Australia		61 04 5	T.Sami@	Yes
41	Karen	Jagoda	Host and Producer	Empowered Patient Podcast	CA		1 8586	kjagoda@	Yes
42	Kim	Walpole	Producer	Empowered Patient Podcast	CA		1 5184	kim@tri	Yes
43	Anne	Montgomery	Editor in Chief	BioProcess International	OR		1 5416	amontgc	Yes
44	Jim	Miller	Editor	Advanstar Communications, Inc	VA		1 7033	jim.mille	Yes
45	James	Cavuoto	Editor	Neurotech Business Report	CA		1 4155	editorial	Yes
46	Lisa	Melton	Senior News Editor	Nature Biotechnology		United Kir	44 20 7	l.melton	Yes

WORKING WITH MEDIA

Best Way to reach Traditional Journalists:

One-on-One Relationships

... but you still need press releases and marketing materials



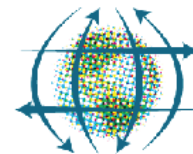
WORKING WITH MEDIA

So people hire a public relations professional:

- Good Idea!

-

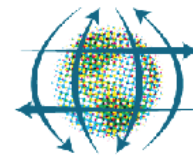
-



WORKING WITH MEDIA

So people hire a public relations professional:

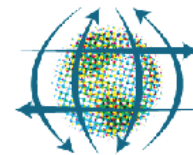
- Good Idea!
- Hire one who has good relationships with media
-



WORKING WITH MEDIA

So people hire a public relations professional:

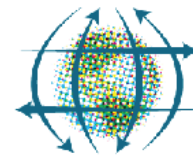
- Good Idea!
- Hire one who has good relationships with media
- But when they connect you, **YOU** need to cultivate the relationship with media



WORKING WITH MEDIA

So people hire a public relations professional:

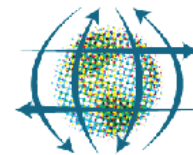
- This is YOUR relationship with professional journalists
-
-



WORKING WITH MEDIA

So people hire a public relations professional:

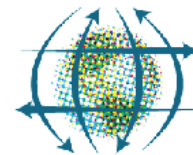
- This is YOUR relationship with professional journalists
- Do NOT hire the PR person to have the relationship FOR YOU
-



WORKING WITH MEDIA

So people hire a public relations professional:

- This is YOUR relationship with professional journalists
- Do NOT hire the PR person to have the relationship FOR YOU
- Say goodbye to any PR person who isn't trying to get you in front of journalists



WORKING WITH MEDIA

One more kicker ...

- *Professional business journalists preferred source of reliable – and quoted – information is ... the CEO*
 - *Highest ranking of preferred sources: 36% (Messner, et al)*

WORKING WITH MEDIA

Other ways to get in front of journalists

- Work with industry organizations –
 - BIO and its regional counterparts leap to mind
 - Industry organizations cultivate journalist contacts on your behalf
- Work with press offices at professional conferences you attend – anyone know where the pressroom is here at BIO?

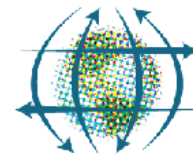
WORKING WITH MEDIA

Now let's talk about Social Media ...



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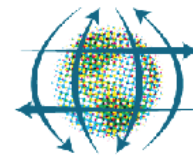
Now let's talk about Social Media ...

Direct to Target Audience



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Target Audiences

*can be reached **BY PROXY** through*

TRADITIONAL MEDIA

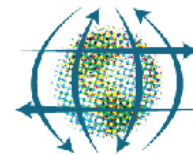
*can be reached **DIRECTLY** through*

SOCIAL MEDIA



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WORKING WITH MEDIA

In addition to interacting with social media,
the bio-enterprise can ITSELF use Social Media
proactively to influence communities ...

Genomic Health's --
Facebook/YouTube/Twitter campaign:
“Pass It On ... Until Every Woman Knows”

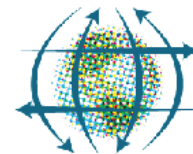
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Independent of Type of Media ...



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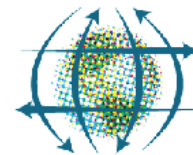
First Challenge

You need to describe both the
Business Proposition **AND** Science



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Second Challenge

ETHICAL PERSUASION

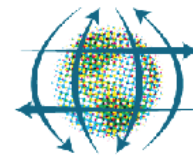
Getting Accurate and Persuasive
INFORMATION OUT,

*While Correcting **MISINFORMATION***



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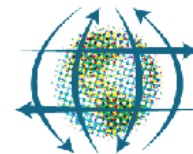
Rules for Journalists

Know Your Journalist



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Rules for Journalists

***What's everybody's favorite subject?
Themselves *****

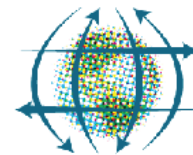
*** True also for journalists ...*

WORKING WITH MEDIA

Rules for Journalists

What's everybody's 2nd favorite subject?

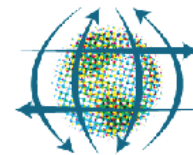
... Humans



WORKING WITH MEDIA

Rules for Journalists

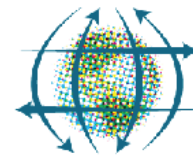
***Every Journalist needs
a different story***



WORKING WITH MEDIA

Rules for Journalists

***Constantly re-vitalize
your story/stories***



WORKING WITH MEDIA

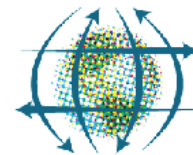
“KALEIDOSCOPE” YOUR STORIES



WORKING WITH MEDIA

Rules for Journalists

***Come back next time
with a NEW story***

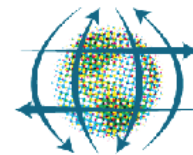


WORKING WITH MEDIA

Rules for Journalists

Tell the Truth **

***** (Tell your Truth)***



WORKING WITH MEDIA

Table 5: The TARES Test: Five principles of ethical persuasion²⁶

Truthfulness (of the message)

Authenticity (of the persuader)

Respect (for the persuadee)

Equity (of the personal appeal)

Social Responsibility (for the common good)

WORKING WITH MEDIA

Rules for Journalists

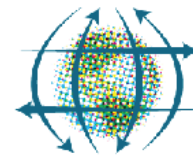
***Have people that
journalists can talk to ... *****

**** CEO, scientists, ...**



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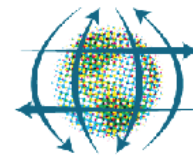
WORKING WITH MEDIA

Rules for Journalists

Be open about the competition

Be respectful about the competition

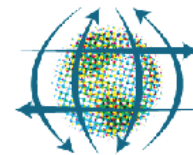
Be accurate about the competition



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Rules for Journalists

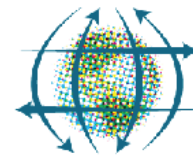
**Listen to what the journalist
tells you he or she is interested in**



WORKING WITH MEDIA

Rules for Journalists

**Never ask the journalist
to do any work**



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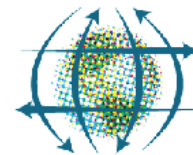
Rules for Journalists

**Always return
the journalist's call**

WORKING WITH MEDIA

Rules for Journalists

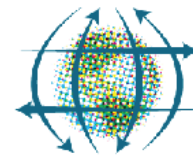
Even if you have nothing to say



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Rules for Journalists

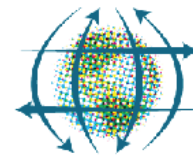
Especially if you have nothing to say



WORKING WITH MEDIA

Rules for Journalists

You can never control the story

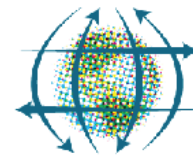


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Last Rule for Journalists

It's not just who you know ...

It's who, who you know, knows



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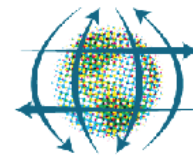
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Thank You !!!



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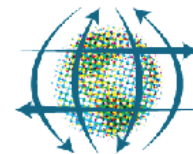
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QUESTIONS ...



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... Thoughts for Bio-Entrepreneurs

Moira Gunn, Ph.D.

Host, *BioTech Nation & Tech Nation*

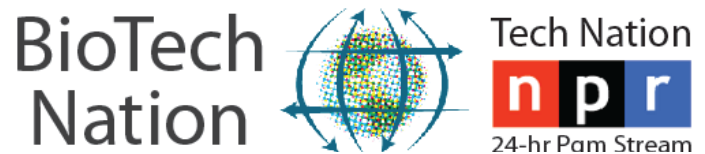
National Public Radio 24-Hour Program Stream

Director, Business of Biotechnology Program

School of Management, University of San Francisco



Business of
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