



WORKING WITH THE MEDIA

Some Thoughts for Bioentrepreneurs

Moira Gunn, Ph.D.

Host, NPR/BioTech Nation
Director, Bioentrepreneurship, USF

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Visit bio.org/convention for details

#BIO2022 #LimitlessTogether



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So let's start there ...

“Why” should a Bioenterprise be concerned about Media?



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You need it when you are raising money ...



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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 ...

but the *professor* in me

wants to tell you **WHY**



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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

*but ... **Media does *NOT* drive Truth***



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But since Media drives Perception ...

Perception *is still good, because ...*



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But since Media drives Perception ...

Perception *is still good, because ...*

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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*PR Publicists have relationships with
Journalists*



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PR Publicists have relationships with

Journalists

Journalists are trusted sources who ...

Write about you

Talk about you

Talk with you

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PR Publicists have relationships with

Journalists

Journalists are trusted sources who ...

Write about you

Talk about you

Talk with you

Say you are significant ...



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But which Media?

And which Journalists?



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Traditional Target Media

Financial Markets Media

Bioindustry Press



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Traditional Target Media

Financial Markets Media

Bioindustry Press

NOW ...

Mainstream Media (Emergent)



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With **Financial Markets Media** ...

> You speak the *language of Money*



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With **Financial Markets Media** ...

> You speak the *language of Money*

With the **Bioindustry Press** ...

> You speak the *language of Bioentrepreneurship*



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With **Financial Markets Media** ...

> You speak the *language of Money*

With the **Bioindustry Press** ...

> You speak the *language of Bioentrepreneurship*

With **Mainstream Media** ...

> You speak *English* ...



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With **Financial Markets Media** ...

> You speak the *language of Money*

With the **Bioindustry Press** ...

> You speak the *language of Bioentrepreneurship*

With **Mainstream Media** ...

> You speak *English* ... *We'll get to that*

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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, posts 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, posts on your website, pay a Press Release Distributor

Press Release
Distribution

PR Newswire, Business Wire, GlobeNewswire

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*In these days of Social Media,
this can be confusing ...*



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*In these days of Social Media,
this can be confusing ...
But remember ...*



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*In these days of Social Media,
this can be confusing ...*

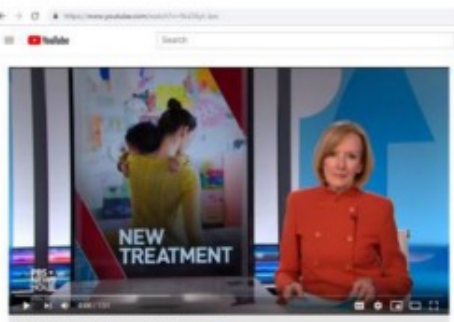
But remember ...

**Every Media outlet
has a substantial
Social Media presence**



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With your products reaching the public ...



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With your products reaching the public ...

And perhaps a publicly-traded stock ...

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With your products reaching the public ...

And perhaps a publicly-traded stock ...

**What is the opportunity
in the Mainstream Media?**



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With your products reaching the public ...

And perhaps a publicly-traded stock ...

**What is the opportunity
in the Mainstream Media?**

The SIZE of the audience



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With Mainstream Media ...



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With Mainstream Media ...

**You can directly reach millions,
rather than thousands - Bioindustry media**

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With Mainstream Media ...

**You can directly reach millions,
rather than thousands - Bioindustry media**

**The SOCIAL MEDIA Reach of
Mainstream Media is
unparalleled**



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The Ten Most Viral News Sources

Table 1. Turbine Labs: Ten Most Viral News Sources

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

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The Ten Most
Viral News Sources

**How Many Are
Just Online?**

Table 1. Turbine Labs: Ten Most Viral News Sources

Rank	Media Outlet
#1	Yahoo!
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#5	National Public Radio
#6	Washington Post
#7	USA Today
#8	BuzzFeed
#9	The Guardian
#10	British Broadcasting Corporation

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The Top Viral “Social Media Only” Outlet ...

Yahoo!

225 Million Users

(75 Million Yahoo.Finance Users)



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The Top Viral “Mainstream Media” Outlet ...

The New York Times



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The Top Viral “Mainstream Media” Outlet ...

The New York Times

10 Million Subscribers

(800,000 for print newspapers)



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With Yahoo's #'s compared to the New York Times,
why should we care about Mainstream Media?



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With Yahoo's #'s compared to the New York Times,
why should we care about Mainstream Media?

Yahoo is a News Aggregator



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With Yahoo's #'s compared to the New York Times,
why should we care about Mainstream Media?

Yahoo is a News Aggregator

*The New York Times
is a News Generator*

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With Yahoo's #'s compared to the New York Times,
why should we care about Mainstream Media?

Yahoo is a News Aggregator

*The New York Times
is a News Generator*

Yahoo virally spreads The New York Times

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You need to get
to the ...

NEWS GENERATORS



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***How has the Biotech Industry
Benefited from
Media Exposure in
The New York Times?***



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November 15, 2005 ... **Front Page**

“Genetically Engineered Salmon Declared Ready for U.S.”



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November 15, 2005 ... **Front Page**

“Genetically Engineered Salmon Declared Ready for U.S.”

March 19, 2019 ... **Front Page**

“Drug Approved for Depression in New Mothers” (Zulresso)



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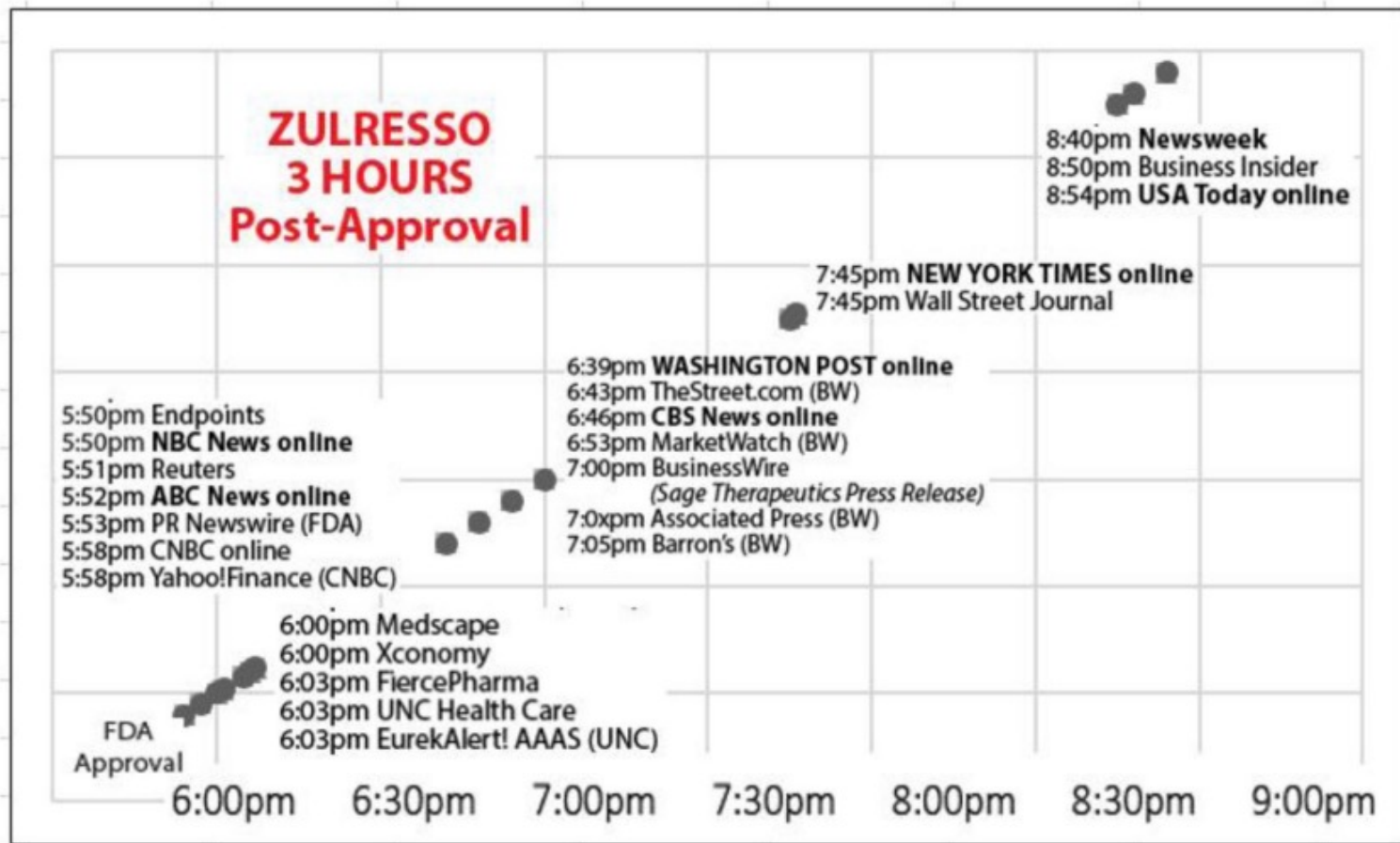


Figure 2: Immediate Media Response to FDA Press Release of Zulresso Approval – 5:53PM-ET, Tuesday, March 19, 2019¹

Data Sources: FDA, Office of Media Affairs and Media Outlets Listed

Mainstream Media Outlets are listed in bold.

Day 2 after FDA Approval

Table 3. Zulresso – Day 2 Mainstream Media Coverage – March 20, 2019

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
No Release Time Listed	Parents Magazine

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***How has the Biotech Industry
Benefited from
Media Exposure in
The New York Times?***

Answer:



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***How has the Biotech Industry
Benefited from
Media Exposure in
The New York Times?***

Answer: *Not much ...*



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November 15, 2005 ... **Front Page**

“Genetically Engineered Salmon Declared Ready for U.S.”

March 19, 2019 ... **Front Page**

“Drug Approved for Depression in New Mothers” (Zulresso)

Then Spring, 2020 ... **the COVID-19 Pandemic**



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Different Question:

Has the Biotech Industry

Benefited from

Media Exposure in

The New York Times,

Since the Start of the COVID Pandemic?



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***The only way to Measure
Media Exposure
is to ...***



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***The only way to Measure
Media Exposure
is to ...
Count Terms***

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Pharma & Biopharm Companies

Mentions: The New York Times								
	All Sections	Pfizer	Moderna	JNJ	Astra-Zeneca	BioNTech	Novavax	Inovio
	2018	86	9	3,167	11	0	2	0
	2019	63	7	3,090	10	0	1	0
	2020	678	460	3,499	268	271	76	31
	2021	2,003	1,268	3,517	827	1,158	116	0
	<i>2022 Annualized</i>	858	501	2,565	60	405	39	0

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Pharma & Biopharm Companies

Mentions: The New York Times								
	All Sections	Pfizer	Moderna	JNJ	Astra-Zeneca	BioNTech	Novavax	Inovio
	2018	86	9	3,167	11	0	2	0
	2019	63	7	3,090	10	0	1	0
	2020	678	460	3,499	268	271	76	31
	2021	2,003	1,268	3,517	827	1,158	116	0
	<i>2022 Annualized</i>	858	501	2,565	60	405	39	0

But do these mentions help YOU??



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*I'm asserting
that an Increase in
Bioenterprise-Relevant Terms
helps
All Biotech Companies*



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Bioenterprise-Relevant Terms

Covid, mRNA, RNA, vaccine, DNA,
Coronavirus, Antibody, Antigen,
Biotechnology, Biotech,
Biopharma, Biopharmaceuticals,
FDA approval, Covid test,
World Health Organization, pandemic,
hospitalizations, CRISPR, antiviral,
clinical trial, immune system



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Mentions: The New York Times

	All Sections	Covid	mRNA	RNA	vaccine	DNA	Corona-virus	Antibody	Antigen
	2018	0	0	25	316	852	9	69	7
	2019	0	0	12	371	875	18	63	5
	2020	18,750	67	151	3,743	649	25,132	914	135
	2021	17,154	235	99	8,276	611	17,776	659	179
	2022 Annualized	10,956	225	57	4,719	615	9,807	498	291



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Mentions: The New York Times

<i>All Sections</i>	Biotechn ology	biotech	biophar ma	biophar maceutic al(s)
2018	115	105	6	10
2019	59	58	10	20
2020	147	220	8	24
2021	109	215	4	20
<i>2022 Annualized</i>	78	126	0	9

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Mentions: The New York Times

<i>All Sections</i>	fda approval	covid test	world health organization	pandemic	hospitalizations	CRISPR	antiviral	clinical trial	immune system
2018	38	0	1,471	125	552	26	25	246	372
2019	48	0	1,189	163	484	31	13	246	443
2020	128	50	569	6,135	759	7	140	144	362
2021	122	5,146	2,203	24,656	5,373	39	156	828	1,046
<i>2022 Annualized</i>	69	4,776	1,398	16,080	1,971	15	339	432	1,086



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But where they all in Business or Science?



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But where they all in Business or Science?

NO



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But where they all in Business or Science?

NO

**Let's look at "Briefings"
(Morning/Evening/Weekend)**

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Mentions: The New York Times

	<i>Briefing</i>	Covid	mRNA	RNA	vaccine	DNA	Corona-virus	Antibody	Antigen
2018		0	0	0	32	42	0	9	0
2019		0	0	0	28	58	0	2	0
2020		480	3	0	404	22	1,090	70	0
2021		914	17	3	975	43	863	51	19
(Annualized) 2022		1,155	54	3	798	57	963	78	33

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Mentions: The New York Times

<i>Briefing</i>	Biotechn ology	biotech	biophar ma	biophar maceutic al(s)
2018	0	0	0	0
2019	0	0	0	0
2020	2	16	0	0
2021	5	26	0	0
(Annualized) 2022	3	12	0	0



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Mentions: The New York Times

<i>Briefing</i>	fda approval	covid test	world health organization	pandemic	hospitalizations	CRISPR	antiviral	clinical trial	immune system
2018	0	0	58	0	29	1	0	0	13
2019	0	0	96	0	17	3	1	11	30
2020	0	0	55	446	134	0	24	15	40
2021	3	485	197	1,029	201	3	41	63	74
(Annualized) 2022	0	732	141	1,158	348	0	60	45	120

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Back to the Question:

Has the Biotech Industry

Benefited from

Media Exposure in

The New York Times,

Since the Start of the COVID Pandemic?



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Yes.



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Yes.

The following terms have clearly entered
Mainstream Media



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Yes.

**The following terms have clearly entered
Mainstream Media**

*mRNA, vaccines, antibodies, Covid tests, pandemic,
antivirals, clinical trials, immune system*



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Yes.

**The following terms have clearly entered
Mainstream Media**

*mRNA, vaccines, antibodies, Covid tests, pandemic,
antivirals, clinical trials, immune system*

***And conceptually, how a virus works
has been reinforced again and again***

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*This describes much
of what
the Biotechnology Industry
is working on today ...*



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If you are **READY** to deal with the ...

Financial Markets & Bioindustry Media

You may **NOT** be ready for ...



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If you are **READY** to deal with the ...

Financial Markets & Bioindustry Media

You may **NOT** be ready for ...

MAINSTREAM MEDIA



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With **Financial Markets Media** ...

> You speak the *language of Money*

With the **Bioindustry Press** ...

> You speak the *language of Bioentrepreneurship*

With **Mainstream Media** ...

> You speak *English* ...



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With **Financial Markets Media** ...

> You speak the *language of Money*

With the **Bioindustry Press** ...

> You speak the *language of Bioentrepreneurship*

With **Mainstream Media** ...

> You speak *English* ... to *Everyday People*



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With **Financial Markets Media** ...

- > You speak the *language of Money*

With the **Bioindustry Press** ...

- > You speak the *language of Bioentrepreneurship*

With **Mainstream Media** ...

- > You speak *English* ... to *Everyday People*
- > You must also tell them about *Science-Business*



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Mainstream Media

Must work for:

Television >>>

Radio >>>

Print Media >>>

Television, Video Podcasts,
Radio, Audio Podcasts, Quotes,
The Press, Transcripts, Blogs,
Newsletters, Industry Reports
... and Social Media Rants

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Video >>> you are **seen** and **heard**

Audio >>> you are **heard**

Print >>> your words are interpreted and printed – *correctly or incorrectly* – **or** your words are **transcribed**

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Get out your paper pads and pens ...

WRITE DOWN YOUR NAME



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Get out your paper pads and pens ...

WRITE DOWN YOUR NAME

**If you have a second name,
(as in formal or familiar use)**

WRITE THAT DOWN, TOO



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Remember we said this ...

Video – you are **seen and heard**

Audio – you are **heard**

Print – your words are **transcribed**



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Anyone ever MISPRONOUNCE your name?

Which name? BOTH names?

Anyone ever misspell your name?

**Having “heard” your name, do people spell it
CORRECTLY?**

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What can you do about your name?

NOT MUCH

If you have a PhD or an MD, you can become

Dr. <last name>, which might help

Dr. Gunn

Dr. <first initial>

Dr G

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**If you want you can just use your familiar name
– even in writing.**

Tony Hsieh, CEO, Zappos

**A difficult following an easy word is helpful
Two difficult names are doubly challenging**

Parag Agrawal, CEO, Twitter

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Is there a challenge with people pronouncing your name? Spelling it after they've heard it?
(So they can recognize it again ...)

And you might have the same name as a well-known person ...



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Back to your paper and pens ...

**WRITE DOWN
THE NAME OF YOUR COMPANY**



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Let me give you a tour of some on Tech Nation ...

Largest Biopharmaceutical firm:

GENENTECH

Pronounced ???



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Let me give you a tour of some on Tech Nation ...

San Diego firm: SIGYN Therapeutics

Pronounced “SEE-GN”

French firm: Tools4Patient

Now: Cognivia



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Anyone ever MISPRONOUNCE your company name?

Anyone ever misspell your company name?

**Having “heard” your name, do people spell it
CORRECTLY?**

A capital letter in the middle of your company name?

Are Two Words put together into one?

**Do you have a numeral or special character in your
name?**

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Back to your paper and pens ...

**WRITE DOWN
YOUR JOB TITLE**



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Is it a recognizable job title?

President? CEO? President & CEO?

Founder? Co-Founder? Chairman of the Board?

CFO? CSO?

**Senior Vice President, Intercontinental
Bristol-Myers Squibb**

**Senior Vice President, Intercontinental Commerce
Chief Business Innovation Officer**



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Don't make your job title the story ...

Make it recognizable ...

Use a simple one, if possible ...

For example, Co-Founder & CEO



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Back to your paper and pens ...

WRITE DOWN

WHAT YOUR COMPANY DOES

(one or two sentences max)

**Count the scientific and/or technical and/or
uncommon terms ...**



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Financial Markets Media ... *language of money*

Biotech Trade Press ... *language of bioentrepreneurship*

Mainstream ... *language of everybody*

AND

*You must have a story
in everyday language*

AND

It must connect it to everyday humans



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SOME CLUES TO SPEAKING ENGLISH



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“mechanism of action”

Instead, you say:



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“mechanism of action”

Instead, you say:

“the way it works is ...”

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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“novel”

Instead, you say:



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“novel”

Instead, you say:

“What’s new about our approach ...”



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

Any reference to “Phase 1”, 2, 3, etc.

Instead, you say:



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

Any reference to “Phase 1”, 2, 3, etc.

Instead, you say:

“We just completed Phase 1, which is where we test the drug on healthy volunteers ...”



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“platform technology”

Instead, you say:

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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“platform technology”

Instead, you say:

**“a platform technology, (pause) which means it
can be used in many different ways”**



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“clinical stage company”

Instead, you say:



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“clinical stage company”

Instead, you say:

“a biotech company”

“a medical device company”



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“assay”

Instead, you say:



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“assay”

Instead, you say:

“test”

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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“best-in-class”

Instead, you say:

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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“best-in-class”

Instead, you say:

**“This is an improvement on
what’s currently available ...”**



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“first-in-class”

Instead, you say:

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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“first-in-class”

Instead, you say:

Combines “best-in-class” with “novel”

You know what to do ...



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“Series B”

Instead, you say:



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“Series B”

Instead, you say:

You ask yourself if this is a business interview???

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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“vector”

Instead, you say:



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SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“vector”

Instead, you say:

“We take a virus and we attach ...”

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*A Full Map
of Media ...*

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
Mainstream Media	Washington Post, New York Times, National Public Radio, USA Today, Newsweek, Fox News, PBS NewsHour
News Distribution	Associated Press, Reuters
Press Release Distribution	PR Newswire, Business Wire, GlobeNewswire

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You've just participated in ...

LESSON #1

Know Your 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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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 persuasion²⁶

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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Rules for Journalists

You can never control the story

but DON'T BE 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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