



Professional
Development
Program

BIO 2024 – San Diego MANAGING MEDIA RELATIONS

Moira A. Gunn, Ph.D.

Associate Professor, University of San Francisco

Director of Bioentrepreneurship

Host, *NPR/BioTech Nation*

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Let's start here ...

**“Why” should a Bioenterprise
be concerned about Media?**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

You need it when you are raising money ...

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

The *journalist* in me wants to tell you
HOW to deal with the media ...

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

The *journalist* in me wants to tell you
HOW to deal with the media ...

but the *professor* in me
wants to tell you **WHY**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Because ...

Media *drives* **Perception**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Because ...

Media *drives* **Perception**

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Because ...

Media *drives* **Perception**

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

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

But since Media drives Perception ...

Perception *is still good, because ...*

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

But since Media drives Perception ...

Perception *is still good, because ...*

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

In Advertising, you say you're great

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

*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*

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

*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*

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

PR Publicists have relationships with
Journalists

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

PR Publicists have relationships with
Journalists

Journalists are trusted sources who ...
Write about you
Talk about you
Talk with you

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

PR Publicists have relationships with
Journalists

Journalists are trusted sources who ...

Write about you

Talk about you

Talk with you

*Say you are **significant** ...*

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

But which Media?
And which Journalists?

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Traditional Target Media

Financial Markets Media

Bioindustry Press

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Traditional Target Media

Financial Markets Media

Bioindustry Press

NOW ...

Mainstream Media (Emergent)

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

With **Financial Markets Media ...**

> You speak the *language of Money*

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

With **Financial Markets Media** ...

> You speak the *language of Money*

With the **Bioindustry Press** ...

> You speak the *language of Bioentrepreneurship*

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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* ...

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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*

WORKING WITH THE MEDIA

2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

2024 Biotech/MedTech Boot Camp

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

-
-
-
-
-
-

WORKING WITH THE MEDIA

2024 Biotech/MedTech Boot Camp

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

- With appropriate stories and/or information
-
-
-
-
-

WORKING WITH THE MEDIA

2024 Biotech/MedTech Boot Camp

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

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

WORKING WITH THE MEDIA

2024 Biotech/MedTech Boot Camp

*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
-
-
-

WORKING WITH THE MEDIA

2024 Biotech/MedTech Boot Camp

*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
-
-

WORKING WITH THE MEDIA

2024 Biotech/MedTech Boot Camp

*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

WORKING WITH THE MEDIA

2024 Biotech/MedTech Boot Camp

*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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

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



Stream your PBS favorites with the PBS app: <https://to.pbs.org/2Jb8twG>

Find more from PBS NewsHour at <https://www.pbs.org/newshour>

Subscribe to our YouTube channel: <https://bit.ly/2HfsCD6>

Follow us:

Facebook: <http://www.pbs.org/newshour>

Twitter: <http://www.twitter.com/newshour>

Instagram: <http://www.instagram.com/newshour>

Snapchat: @pbsnews

Subscribe:

PBS NewsHour podcasts: <https://www.pbs.org/newshour/podcasts>

Newsletters: <https://www.pbs.org/newshour/subscribe>

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

With your products reaching the public

...

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

With your products reaching the public

...

And perhaps a publicly-traded stock ...

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

With your products reaching the public

...

And perhaps a publicly-traded stock ...

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

With Mainstream Media ...

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

With Mainstream Media ...

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

With Mainstream Media ...

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

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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!
#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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

The Top Viral “Social Media Only” Outlet

Yahoo!

225 Million Users
(75 Million Finance.Yahoo Users)

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

The Top Viral “Mainstream Media” Outlet

The New York Times

***10 Million Subscribers
(800,000 for print newspapers)***

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

Yahoo is a News Aggregator

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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*

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

You need to get
to the ...
NEWS GENERATORS

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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)

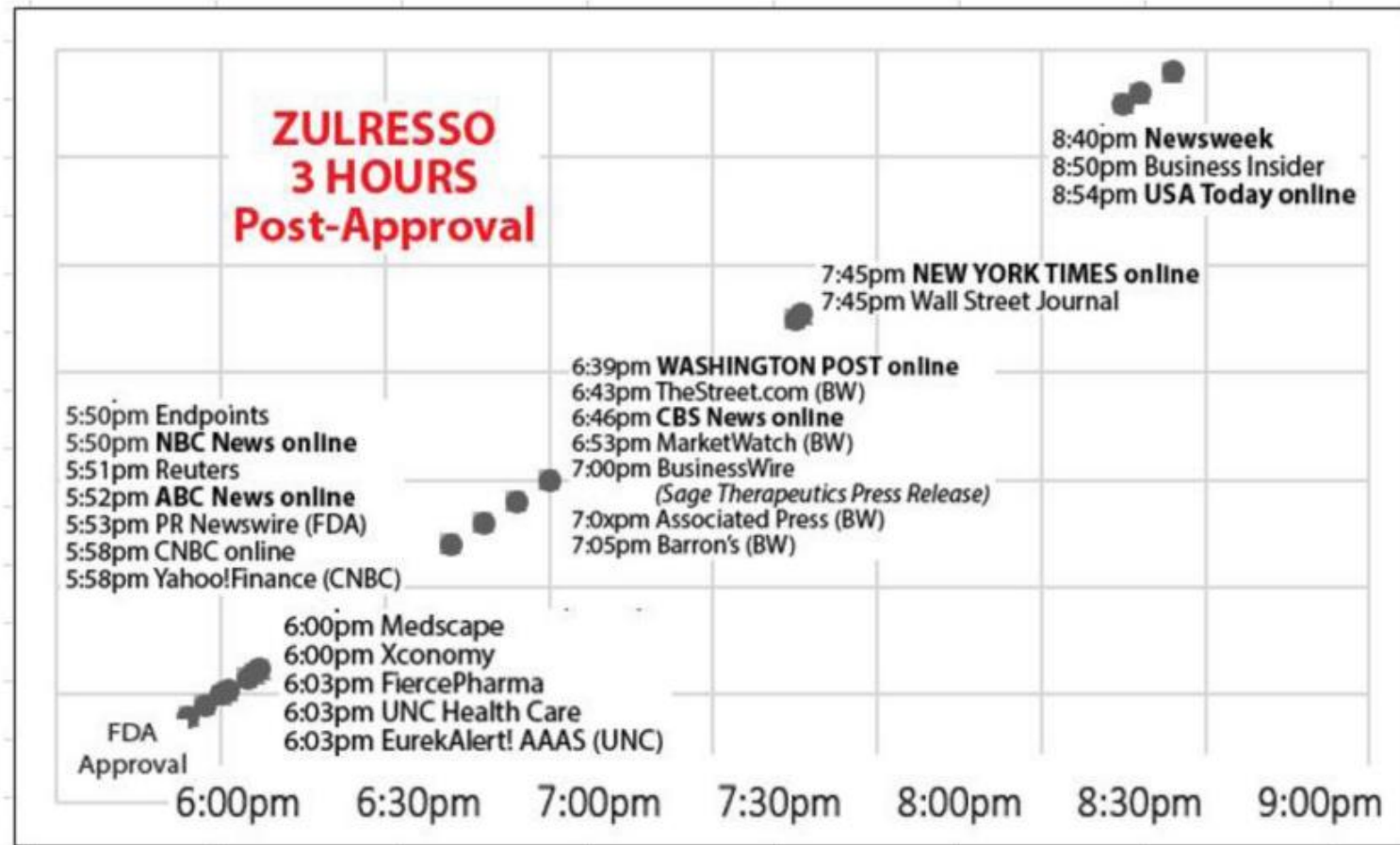


Figure 2: Immediate Media Response to FDA Press Release of Zulresso Approval – 5:53PM-ET, Tuesday, March 19, 2019¹

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

Answer: *Not much ...*

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

**Has the Biotech Industry
Benefited from
Media Exposure in
The New York Times,
Since the Start of the COVID
Pandemic?**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Table 5. Organization References in *The New York Times* 2018-2023

<i>All Sections</i>	Astra-Zeneca	BioNTech	Inovio	JNJ	Moderna	Novavax	Pfizer	WHO
2023	22	31	168	2,150	55	12	116	1,465
2022	40	300	180	2,885	377	38	602	1,622
2021	827	1,158	0	3,517	1,268	116	2,003	2,611
2020	268	271	31	3,499	460	76	678	3,261
2019	10	0	0	3,090	7	1	63	1,189
2018	11	0	0	3,167	9	2	86	1,471

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Table 5. Organization References in *The New York Times* 2018-2023

<i>All Sections</i>	Astra-Zeneca	BioNTech	Inovio	JNJ	Moderna	Novavax	Pfizer	WHO
2023	22	31	168	2,150	55	12	116	1,465
2022	40	300	180	2,885	377	38	602	1,622
2021	827	1,158	0	3,517	1,268	116	2,003	2,611
2020	268	271	31	3,499	460	76	678	3,261
2019	10	0	0	3,090	7	1	63	1,189
2018	11	0	0	3,167	9	2	86	1,471

**But do these mentions help
YOU??**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Mentions: The New York Times

Table 6. mRNA Product-Related References in *The New York Times* 2018-2023

<i>All Sections</i>	mRNA	RNA	Vaccine	Hospital-izations	Antibody	Antigen	Immune System	Immunity	Spike Protein	Mutations
2023	49	25	4,048	3,933	91	16	123	891	8	138
2022	164	49	3,337	1,554	371	188	273	1,442	29	180
2021	280	110	10,406	5,975	824	223	451	2,324	98	545
2020	77	155	4,391	2,856	1,021	160	637	2,534	70	262
2019	0	12	371	496	63	5	154	1,048	0	129
2018	0	25	316	582	69	7	372	796	0	128

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Mentions: The New York Times

Table 7. Regulatory Search Terms in *The New York Times* 2018-2023

<i>All Sections</i>	fda approval	clinical trial	emergency use authorization
2023	182	158	6
2022	140	231	42
2021	95	652	185
2020	84	7,933	146
2019	48	126	0
2018	38	112	0

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Mentions: The New York Times

Table 8. General Biotech Industry Search Terms in *The New York Times* 2018-2023

<i>All Sections</i>	DNA	Biotechnology	Biotech	Bio-pharma	Bio-pharmaceuticals	CRISPR
2023	649	69	133	0	6	38
2022	632	73	109	1	6	25
2021	656	115	255	1	23	38
2020	674	155	239	7	26	42
2019	875	59	58	10	20	31
2018	852	115	105	6	10	26

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

***But were they all in Business or
Science?***

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

***But were they all in Business or
Science?***

NO

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

***But were they all in Business or
Science?***

NO

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Mentions: The New York Times

Table 9. Reference to “Covid” Across Sections in *The New York Times* 2018-2023

Covid	2023	2022	2021	2020	2019	2018
<i>All Sections</i>	<u>6,796</u>	<u>8,515</u>	<u>19,535</u>	<u>19,627</u>	<u>0</u>	<u>0</u>
<i>Briefing</i>	306	867	923	498	0	0
<i>Opinion</i>	543	855	1,401	2,449	0	0
<i>Business</i>	426	900	1,327	2,006	0	0
<i>Science</i>	0	0	0	0	0	0
<i>Health</i>	137	342	705	787	0	0
<i>Well(ness)</i>	0	0	0	0	0	0
<i>U.S.</i>	3,683	1,161	5,992	3,970	0	0
<i>Other</i>	1,701	4,390	9,187	9,917	0	0

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Mentions: The New York Times

Table 11. Reference to “mRNA” Across Sections in *The New York Times* 2018-2023

mRNA	2023	2022	2021	2020	2019	2018
<i>All Sections</i>	<u>49</u>	<u>164</u>	<u>280</u>	<u>77</u>	<u>0</u>	<u>0</u>
<i>Briefing</i>	8	27	17	3	0	0
<i>Opinion</i>	11	24	38	6	0	0
<i>Business</i>	4	15	4	0	0	0
<i>Science</i>	4	6	44	2	0	0
<i>Health</i>	9	34	80	35	0	0
<i>Well(ness)</i>	0	4	9	1	0	0
<i>U.S.</i>	2	8	44	9	0	0
<i>Other</i>	11	46	44	21	0	0

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Mentions: The New York Times

Table 12. Reference to “Mutations” Across Sections in *The New York Times* 2018-2023

Mutations	2023	2022	2021	2020	2019	2018
<i>All Sections</i>	<u>138</u>	<u>180</u>	<u>545</u>	<u>262</u>	<u>129</u>	<u>128</u>
<i>Briefing</i>	8	19	32	22	8	7
<i>Opinion</i>	11	25	36	36	11	9
<i>Business</i>	0	0	16	0	3	0
<i>Science</i>	32	24	42	22	33	23
<i>Health</i>	26	45	94	39	24	28
<i>Well(ness)</i>	9	8	10	0	9	10
<i>U.S.</i>	0	11	78	27	0	6
<i>Other</i>	52	48	237	116	41	45

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Mentions: The New York Times

Table 13. Reference to “DNA” Across Sections in *The New York Times* 2018-2023

DNA	2023	2022	2021	2020	2019	2018
<i>All Sections</i>	<u>649</u>	<u>632</u>	<u>656</u>	<u>674</u>	<u>875</u>	<u>852</u>
<i>Briefing</i>	41	50	43	22	58	42
<i>Opinion</i>	44	32	44	61	99	80
<i>Business</i>	0	0	22	31	44	0
<i>Science</i>	56	69	70	69	82	106
<i>Health</i>	0	0	0	41	29	29
<i>Well(ness)</i>	21	0	0	0	0	0
<i>U.S.</i>	108	94	125	95	119	133
<i>Other</i>	379	387	352	355	444	462

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Back to the Question:

**Has the Biotech Industry
Benefited from
Media Exposure in
The New York Times,
Since the Start of the COVID Pandemic?**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Yes.

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Yes.

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Yes.

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

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

- “mRNA” is a term now recognizable to the mainstream audience
-
-
-
-
-
-

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

- “mRNA” is a term now recognizable to the mainstream audience
- “DNA” played little or no part in the pandemic story, but it is well-accepted through the Mainstream Media and in public discourse
-
-
-
-
-

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

- “mRNA” is a term now recognizable to the mainstream audience
- “DNA” played little or no part in the pandemic story, but it is well-accepted through the Mainstream Media and in public discourse
- “Immunity” outpaced “Immune System”
- “Antibody” outpaced “Antigen”
- “Mutations” outpaced “Spike Protein”
-
-

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

- “mRNA” is a term now recognizable to the mainstream audience
- “DNA” played little or no part in the pandemic story, but it is well-accepted through the Mainstream Media and in public discourse
- “Immunity” outpaced “Immune System”
- “Antibody” outpaced “Antigen”
- “Mutations” outpaced “Spike Protein”
- “Biotech” and “Biotechnology” are mentioned infrequently, with “Biopharma” and “Biopharmaceuticals” even less so
-

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

- “mRNA” is a term now recognizable to the mainstream audience
- “DNA” played little or no part in the pandemic story, but it is well-accepted through the Mainstream Media and in public discourse
- “Immunity” outpaced “Immune System”
- “Antibody” outpaced “Antigen”
- “Mutations” outpaced “Spike Protein”
- “Biotech” and “Biotechnology” are mentioned infrequently, with “Biopharma” and “Biopharmaceuticals” even less so
- The control term “CRISPR” had no traction during Covid

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

Financial Markets & Bioindustry Media

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

MAINSTREAM MEDIA

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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* ...

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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*

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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*

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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**
... or Sci-Tech-Business

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Must work for:

Mainstream Media

Television >>>

Television, Video Podcasts,
Radio, Audio Podcasts,

Radio >>>

Quotes,

Print Media >>>

The Press, Transcripts,
Blogs, Newsletters, Industry
Reports ... and Social
Media Rants

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Get out your paper pads and pens ...

WRITE DOWN YOUR NAME

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Remember we said this ...

Video – you are **seen and heard**

Audio – you are **heard**

Print – your words are **transcribed**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Anyone ever MISPRONOUNCE your name?

Which name? BOTH names?

Anyone ever misspell your name?

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

Shantanu Narayen, CEO, Adobe

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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 ...

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Back to your paper and pens ...

**WRITE DOWN
THE NAME OF YOUR COMPANY**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

**Largest Biopharmaceutical firm:
GENENTECH**

Pronounced ???

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Let me give you a tour of some on Tech Nation

...

San Diego firm: SIGYN Therapeutics
Pronounced “SEE-GN”

French firm: Tools4Patient
Now: Cognivia

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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?**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Back to your paper and pens ...

**WRITE DOWN
YOUR JOB TITLE**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

Make it recognizable ...

Use a simple one, if possible ...

For example, Co-Founder & CEO

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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 ...**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING **ENGLISH**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING **ENGLISH**

When you want to say:

“mechanism of action”

Instead, you say:

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING **ENGLISH**

When you want to say:

“mechanism of action”

Instead, you say:

“the way it works is ...”

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“novel”

Instead, you say:

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING **ENGLISH**

When you want to say:

“novel”

Instead, you say:

“What’s new about our approach ...”

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING **ENGLISH**

When you want to say:

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

Instead, you say:

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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 ...”

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING **ENGLISH**

When you want to say:

“platform technology”

Instead, you say:

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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”**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING **ENGLISH**

When you want to say:

“clinical stage company”

Instead, you say:

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING **ENGLISH**

When you want to say:

“clinical stage company”

Instead, you say:

“a biotech company”

“a medical device company”

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING **ENGLISH**

When you want to say:

“small molecule”

Instead, you say:

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING **ENGLISH**

When you want to say:

“small molecule”

Instead, you say:

“pill”
“tablet”

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“assay”

Instead, you say:

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“assay”

Instead, you say:

“test”

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING **ENGLISH**

When you want to say:

“best-in-class”

Instead, you say:

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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 ...”**

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING **ENGLISH**

When you want to say:

“first-in-class”

Instead, you say:

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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 ...

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“Series B”

Instead, you say:

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“Series B”

Instead, you say:

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“vector”

Instead, you say:

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

SOME CLUES TO SPEAKING ENGLISH

When you want to say:

“vector”

Instead, you say:

“We take a virus and we attach ...”

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

*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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

You've just participated in ...

LESSON #1

Know Your Audience

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Now you are ready for ...

LESSON #2

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

LESSON #2

You Cannot Control What the Media Reports about You ...

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

LESSON #2

You Cannot Control
What the Media Reports
about You ...
But You Can Give Yourself
Your Best Shot

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

Know Your Journalist

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

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

Themselves **

*** True also for journalists ...*

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

What's everybody's 2nd favorite subject?

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

***What's everybody's 2nd favorite
subject?***

... Humans

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

“KALEIDOSCOPE” YOUR STORIES



WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

Tell the Truth **

** (*Tell your Truth*)

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

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 THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

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

*** CEO, scientists, ...*

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

Be open about the competition

***Be respectful about the
competition***

***Be accurate about the
competition***

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

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

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

***Always* return
the journalist's *call***

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

Even if you have nothing to say

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

***Especially if you have nothing to
say***

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

You can never control the story

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Rules for Journalists

You can never control the story

but DON'T BE THE STORY

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

The Basic Rule of Media Coverage

Positive Coverage is positive

Negative Coverage is negative

(Negative coverage must be countered and buried)

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Last Rule for Journalists

It's not just who you know ...

It's who, who you know, knows

WORKING WITH THE MEDIA

BIO 2024 Biotech/MedTech Boot Camp

Thank You !!!