

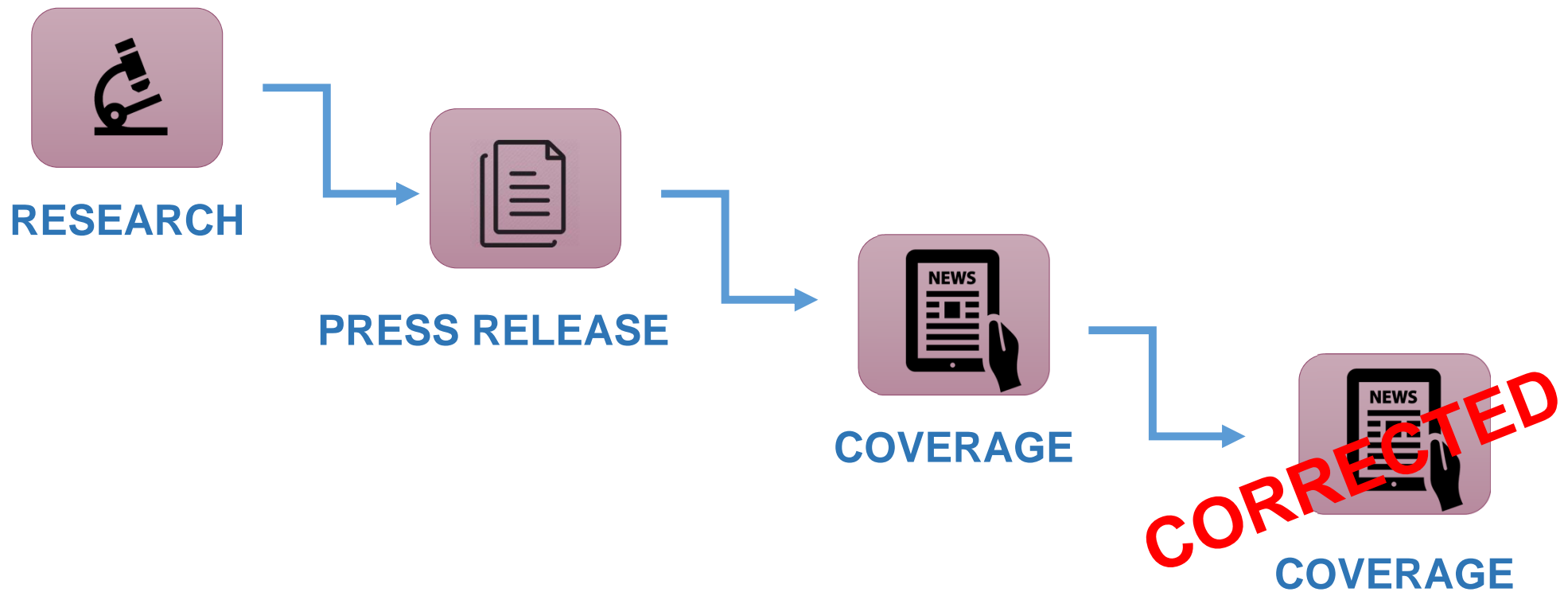


Mainstream Media Are Distorting Science. What Can Funders Do About It?

September 27, 2016



THE LIFECYCLE OF A SCIENCE NEWS STORY

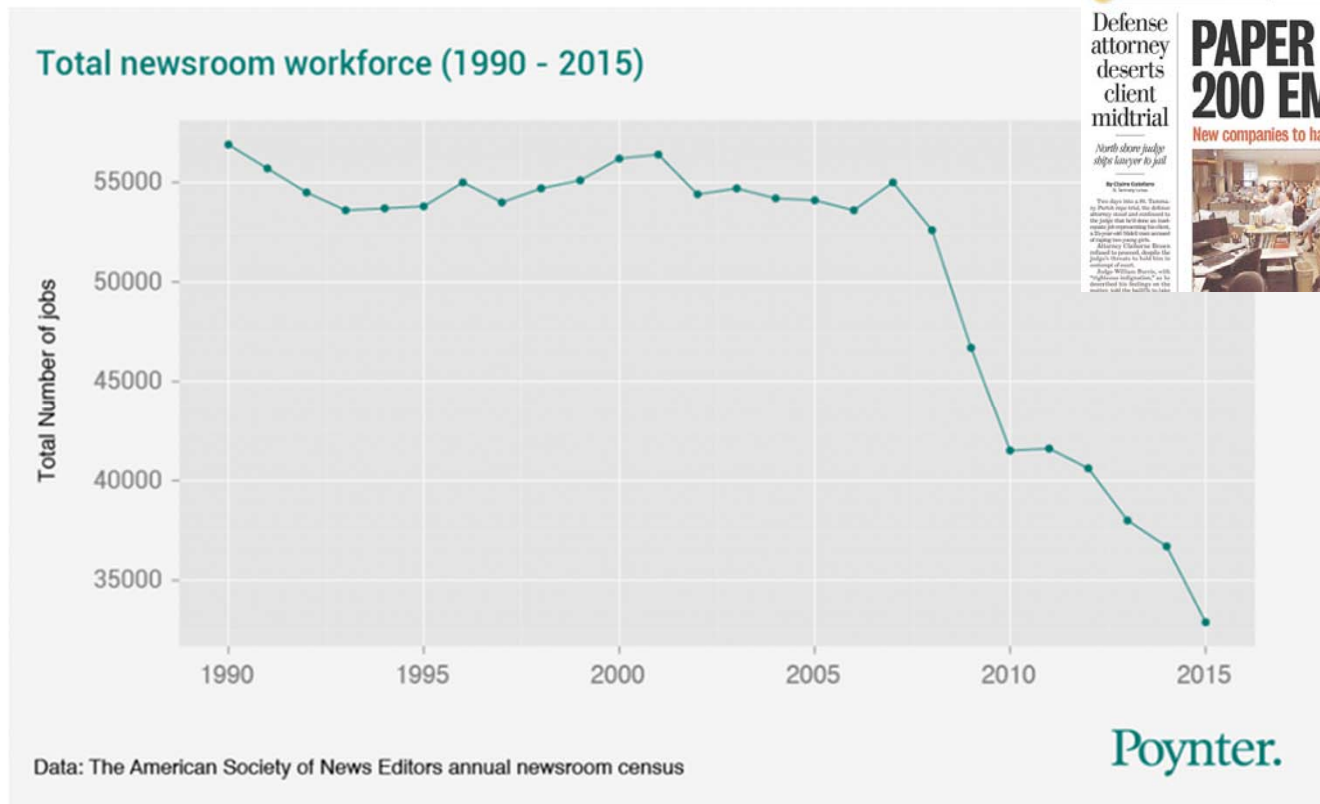


SAME DATA, OPPOSITE CONCLUSIONS

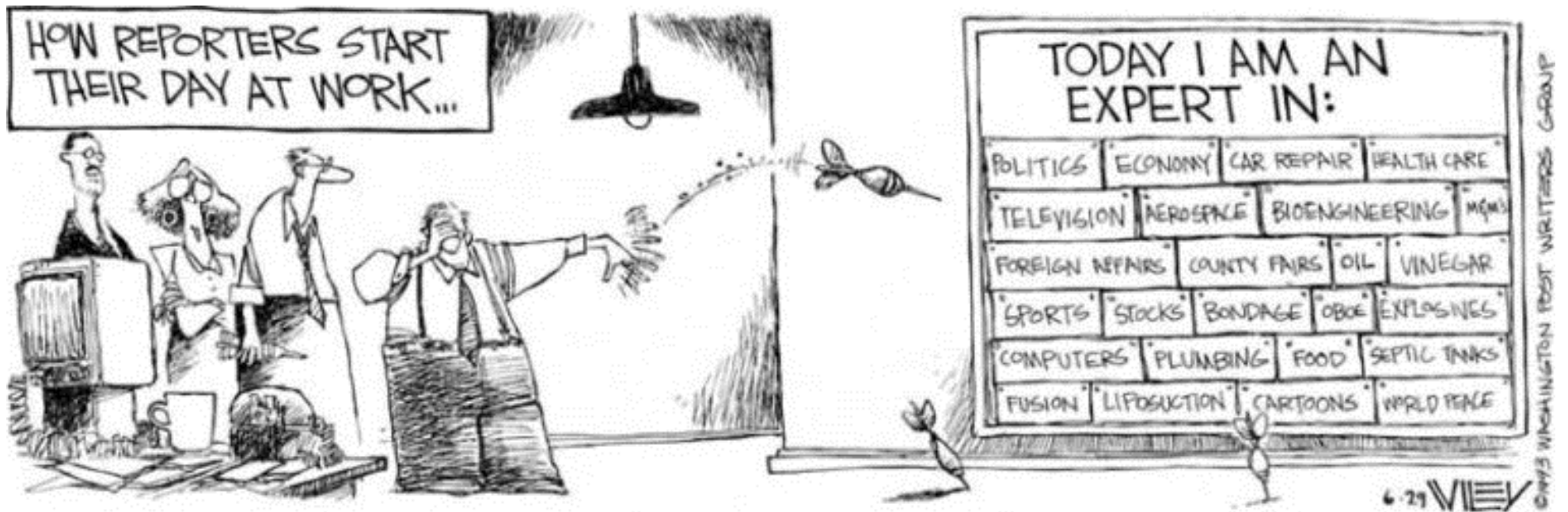
	"REALISTIC" HEADLINES	"OPTIMISTIC" HEADLINES
TauRx Study @ AAIC 2016	<p>FierceBiotech</p> <p>TauRx misses primary endpoints in Alzheimer's combo Phase III trial</p> <p>THE WALL STREET JOURNAL.</p> <p>Experimental Alzheimer's Drug Fails in Clinical Trial</p>	<p>NewScientist</p> <p>Alzheimer's drug that failed trial may still slow disease</p> <p>The Telegraph</p> <p>Breakthrough as scientists create first drug to halt Alzheimer's disease</p>
Biogen Study in <i>Nature</i>	<p>Medscape</p> <p>Aducanumab Reduces Amyloid Plaques in Early Alzheimer's: PRIME Published</p> <p>Los Angeles Times</p> <p>Experimental drug reduces protein clumps and slows memory loss in early Alzheimer's</p>	<p>Daily Mail</p> <p>Revolutionary twice-daily pill can slow the progress of Alzheimer's and even trigger 'extraordinary recoveries'</p> <p>SCIENCE WORLD REPORT</p> <p>Biogen's Aducanumab: First Potential Drug That Could Treat Alzheimer's Disease</p>



A DECLINE IN REPORTER SUPPLY



HAS RESULTED IN FEWER SPECIALIZED REPORTERS



THE INTERNET HAS RISEN IN PROMINENCE AS A SOURCE

- 1 in 3 Americans have gone online to figure out a medical condition*.
- Nearly 3 out of 4 Americans receive news from their mobile phones**.



*According to Pew Research 2013.

**According to Newswhip 2016.

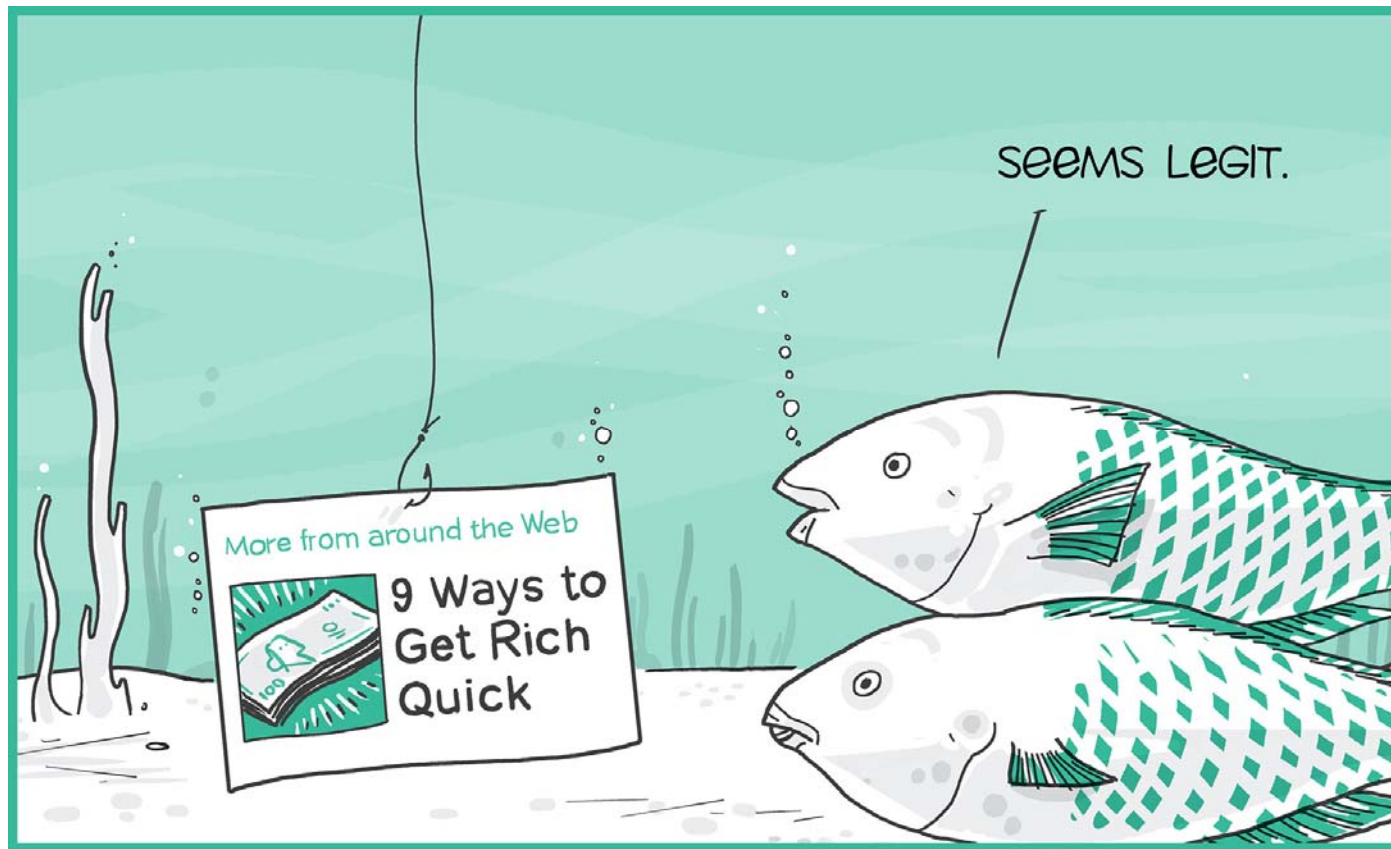


AND HAS CREATED A NEW DEFINITION OF “JOURNALIST”

- Bloggers
- Websites without good balance
- Tweeters who re-tweet incorrect information, spreading it further
- Sponsored content taken as news
 - *New treatment for Alzheimer's*
 - *Never eat these foods*
 - *Always eat these foods*
 - *5 early signs of a heart attack*

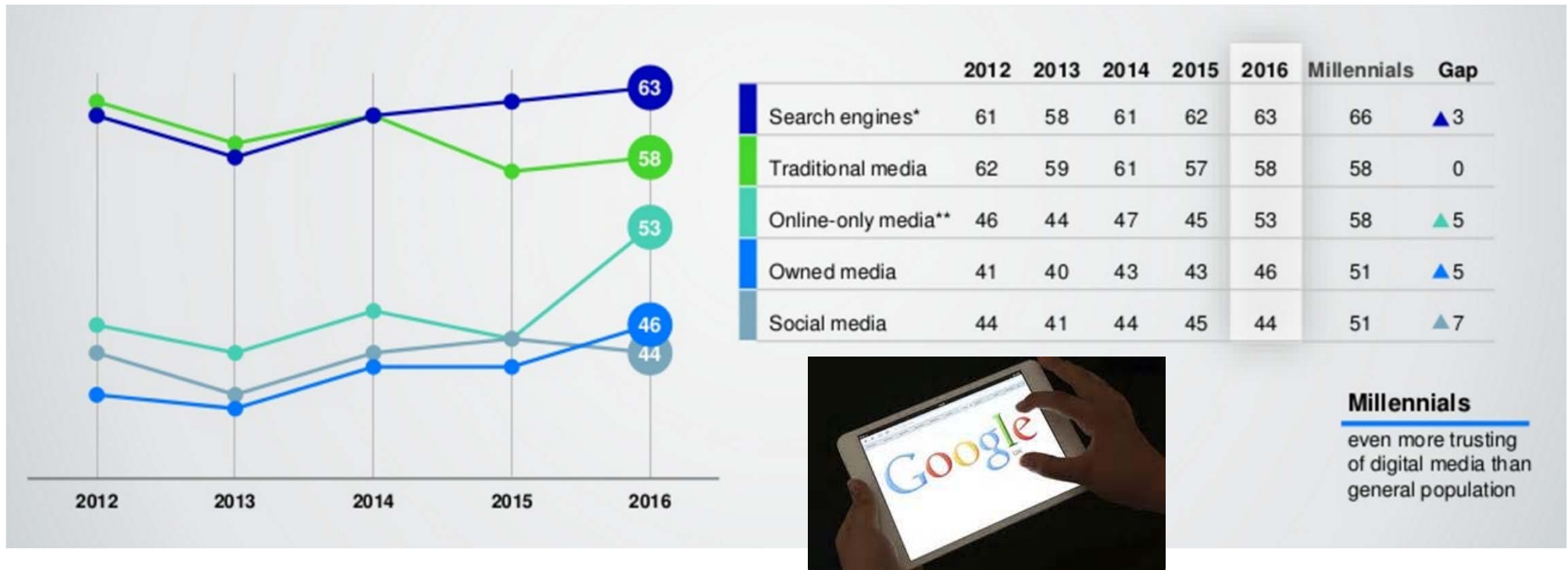


HEADLINES ARE GEARED TO PRODUCE CLICKS

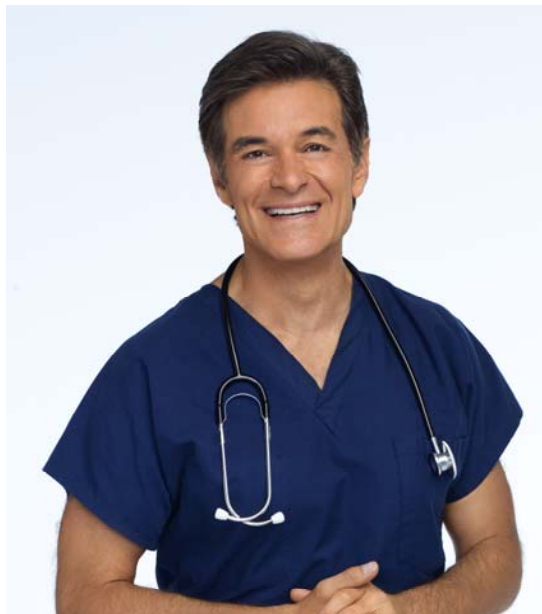


GOOGLE TOPS MEDIA SOURCES IN TRUST

Percent trust in each source for general news and information



AND ENTERTAINMENT IS MASKED AS CREDIBLE MEDICAL ADVICE



4 Million Viewers

Newsweek

U.S. WORLD BUSINESS TECH & SCIENCE CULTURE SPORTS OPINION

TECH & SCIENCE

**MORE THAN HALF OF MEDICAL ADVICE
ON 'DR. OZ' LACKS PROOF OR
CONTRADICTS BEST AVAILABLE SCIENCE:
STUDY**

THE HUFFINGTON POST

INFORM • INSPIRE • ENTERTAIN • EMPOWER



MEDIA

Here Are 7 'Miracle' Products Dr. Oz Had Peddled



The Washington Post

The Fix

**That time Congress railed against
Dr. Oz for his 'miracle' diet pills**



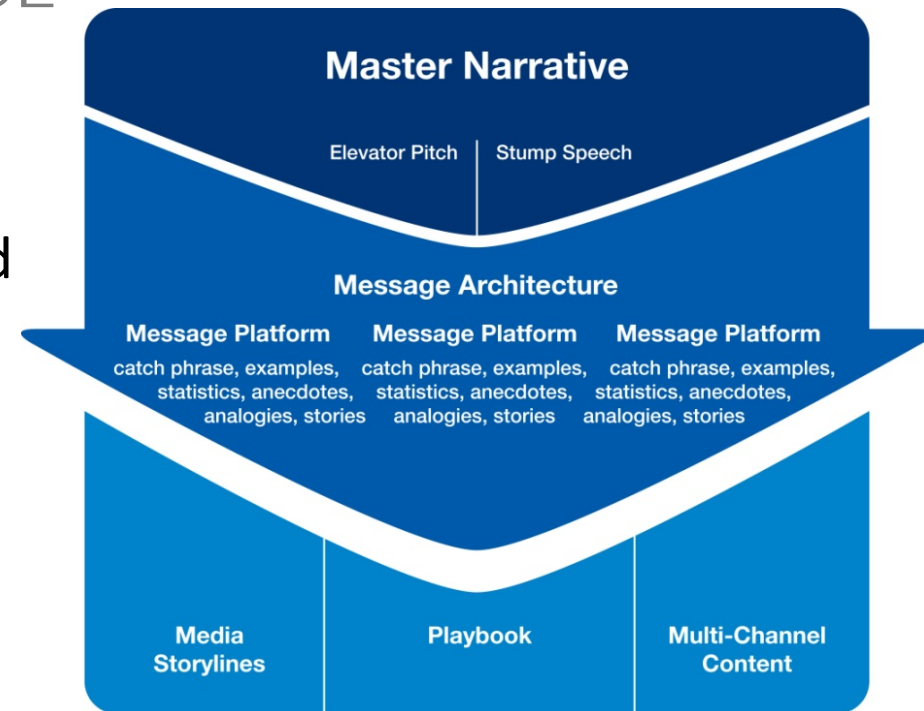
WHAT DOES THIS MEAN FOR US?

- Do not assume what is clear to scientists will be clear to reporters
- Provide content for media that is pre-digested and ready for online use
- Put in the time to pre-brief media and others who will be likely to comment
- Recognize that newswire stories are likely to be printed and read on the news and invest time in these reporters
 - e.g. AP, Reuters, Bloomberg, Dow Jones, HealthDay



PREPARE ASSETS IN ADVANCE

- Messages and key supporting points
 - Summary of the research
 - Resist the impulse to be too detailed
 - Core take-aways
 - Questions it does not answer



PREPARE ASSETS IN ADVANCE

- List of key audiences you want to get the information directly and the media that reach them
 - Donors and potential funders
 - Policy makers and analysts
 - Other researchers
 - Patients, advocates and the general public



PREPARE ASSETS IN ADVANCE

- People
 - Decide who will speak for the data
 - Investigator(s)
 - Representative from the funding organization
 - Validators and endorsers – academics and patient advocacy/disease-related associations
 - Training or at least practice on messages and techniques
- Media monitoring
 - Google alerts are good but not enough
 - Good monitoring gives you the ability to pivot quickly and correct errors



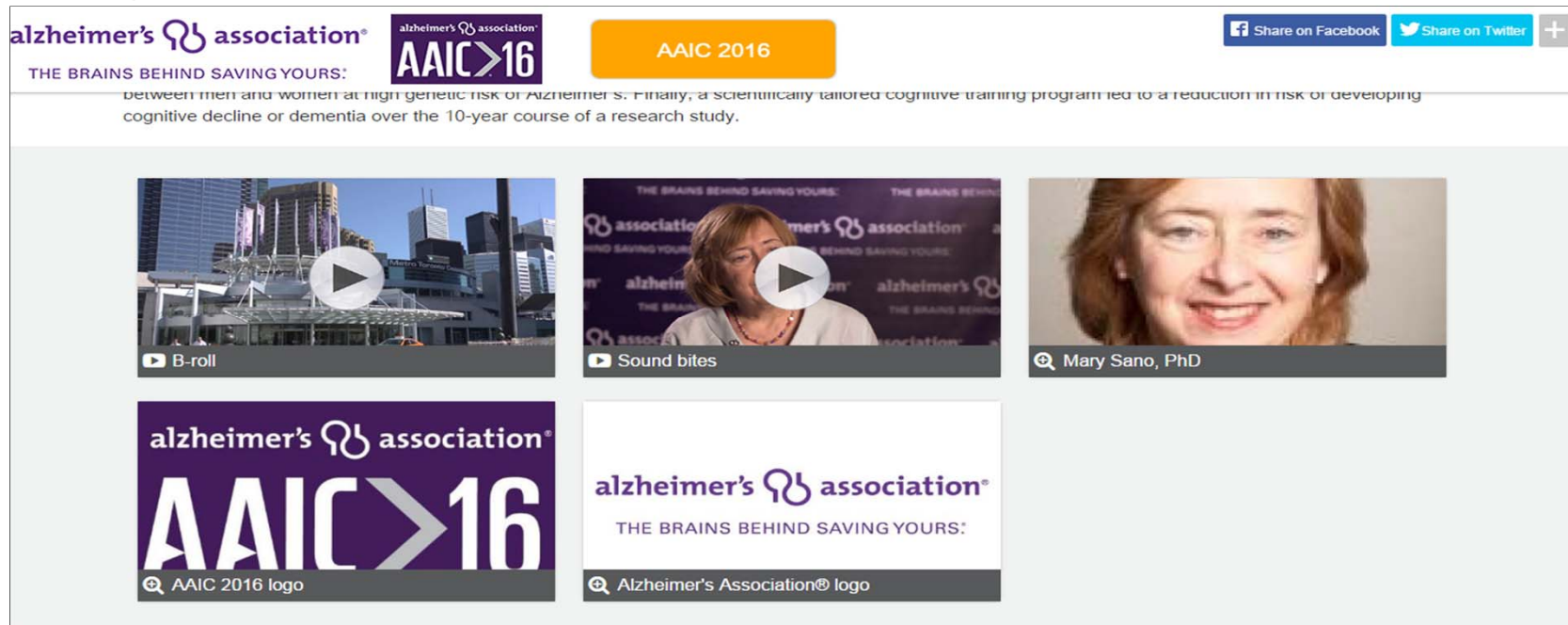
PREPARE ASSETS IN ADVANCE

- Media assets, such as:
 - Press release – cooperating with the institution and/or congress secretariat
 - Resist common format and reduce content to top findings list
 - Tweets
 - Infographic illustrating key finding – or findings
 - YouTube interview with investigator
 - Fact sheet on the disease and unmet need addressed by research
 - Fact sheet on you as funder
 - Bios of researchers



FOSTER ACCURACY BY MAKING IT EASIER

Provide content that's clear, concise, easy for media to drop into their coverage – or share on social media



Multimedia news releases – the new press kits – offer a one-stop content shop for time-pressed journalists



FOSTER ACCURACY BY MAKING IT EASIER

Infographics, photos and videos can be shared as-is by reporters, who are often hungry for social-friendly visual content



BEFORE THE ANNOUNCEMENT

- Focus in on 5 key media
- Offer spokesperson for embargoed phone or desk side briefings
- Schedule meetings
- Go through the key points and offer media materials and interviews



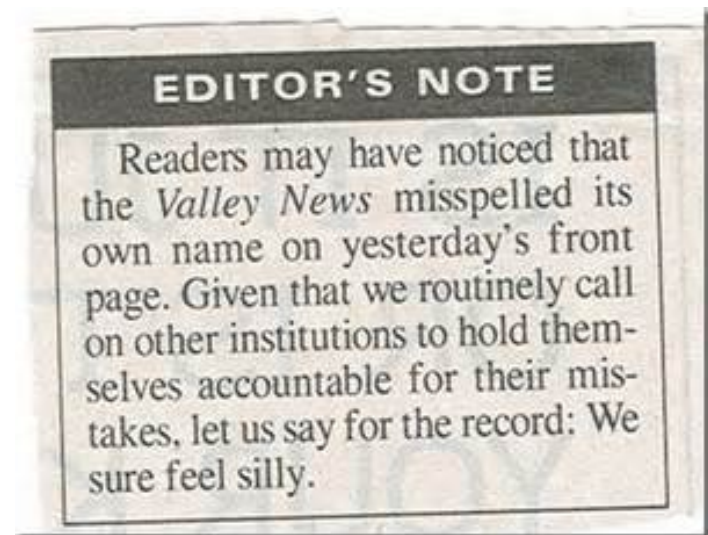
DAY OF

- Release or hold press conference (these have become much less frequent)
- If data are being presented at a meeting work with the organization to coordinate announcement
- Schedule availability to take media calls or give in-person interviews
- Pitch story to media who may not have attended/called in
- Follow up with key reporters to ask if they need anything else
- Monitor coverage



AFTER THE ANNOUNCEMENT

- **DO** correct errors
- Do not be afraid to reach out to media outlets with errors in coverage
- They want to get it right
- Check to see if they have made the correction and call back if not
- Send emails to document your requests



DOES IT WORK?

[HTTP://WWW.BCBS.COM/HEALTHOFAMERICA/CESAREAN-BIRTH-TRENDS.HTML](http://www.bcbs.com/healthofamerica/cesarean-birth-trends.html)

BCBSA HEALTH OF AMERICA REPORT
CESAREAN BIRTH TRENDS:
WHERE YOU LIVE SIGNIFICANTLY
IMPACTS HOW YOU GIVE BIRTH

USA Today Snapshot





THANK YOU

