



Influenza Vaccine Communication: Evolution and Adaption

Mike Greenwell
June 30, 2009

The Death of Print?



The Boston Globe to be shut down—May 2009

“The New York Times Co. said last night that it is notifying federal authorities of its plans to shut down the Boston Globe, raising the possibility that New England’s most storied newspaper could cease to exist within weeks.”



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Last year was the worst on record for the U.S. newspaper industry. Total advertising revenues (both print and online) declined 16.6 percent to \$37.85 billion, according to the latest figures from the Newspaper Association of America

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- One estimate shows 5,900 full-time print newsroom jobs were cut in 2008.
- Newspapers stock prices fell 83% in 2008
- Big Three owners with network news remained profitable in 2008

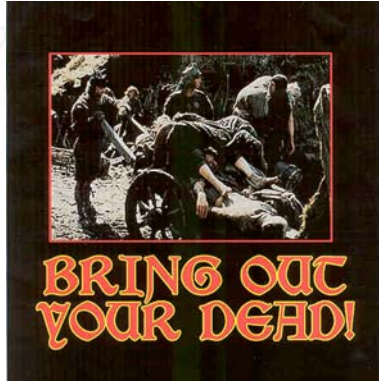
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Atlanta Journal Constitution Buy-out list—August 2008

- STAN AWTREY, LISA AXELBERG, TONY BARNHART, BYRONE BATTLES, DAVID BEASLEY, SCOTT BERNARDE, PETER BILODEAU, KEVIN BRAUN, ARTHUR BRICE, KATHY BRISTER, LISA BROWN, CURTIS BUNN, WALTER CUMMING, DALE DODSON, ROB DOUTHIT, EILEEN DRENNEN, HENRY FARBER, NANCY FOREMAN, SHEILA GARLAND, SUSAN GAST,
- JULIE HAIRSTON, RENEE HANNANS, GLENN HANNIGAN, ANN HARDIE, BILL HENDRICK, SARAH HICKS, ALMA HILL, MICHELLE HISKEY, COURTNEY HOOVER, CHRIS HUNT, BILL HUSTED, NAFTAL JAHANNES, KRIS JENSEN, ANDREA JONES, ELIZABETH LEE, BOB LONGINO, REBECCA MCCARTHY, HELEN MCCOY, AMANDA MILLER, JILL MILLER, ADRIANNE MURCHISON, FRANK NIEMEIR,
- TOM OPDYKE, GERRY OVERTON, WENDY PARKER, DAVID PENDERED, BUDDY PINKSTON, SUSAN PUCKETT, STEPHANIE REID, YOLANDA RODRIGUEZ, KAREN ROSEN, JACKI RUDD, BILL SANDERS, MARIA SAPORTA, ANDY SHARP, MINLA SHIELDS, DIANE STEPP, CAMERON TANKERSLEY, PAIGE TAYLOR, YEMI TOURE, JIM WALLS, SCOTT WALTON, BETH WARREN, SUSAN WELLS, TOM WHITFIELD, CLINT WILLIAMS, MATT WINKELJOHN, CONNIE WOODS, RICK ZABELL

Two more have occurred since August 2008!

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Most important source for health information?

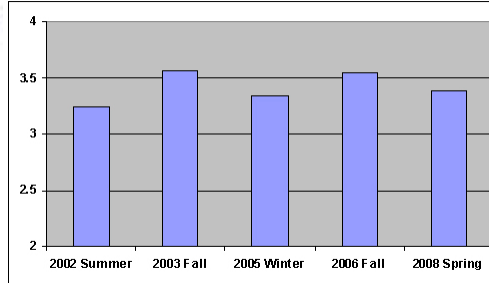
Television, radio newspapers	40%
Doctor	20%
Family	14%
Internet	14%

Kaiser Family Foundation
Survey

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Among adults, “how many times per week do you read your local paper?” Readership Institute, 2008 survey

Average RBS, national sample, all respondents



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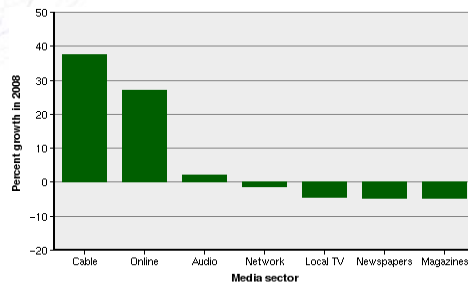
- Readership of the local daily newspaper among the general population is down a little from the last reading in 2006
- Readership among 18-24-year-olds in the general population continues to slowly decline; but the habit is fairly stable for 45-plus
- The penetration of newspaper Web sites is still quite low in most communities

Readership Institute, 2008 survey

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The State of the News Media, 2009

Project for Excellence in Journalism



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Trends

- **Power is shifting to the individual journalist and away, by degrees, from journalistic institutions**
 - Bloggers
 - On-line only news destinations
 - Big personalities on cable

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Trends

- **On the Web, news organizations are focusing somewhat less on bringing audiences in and more on pushing content out.**

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Trends

- National websites and aggregators like Google are fast making inroads in attracting local advertising—news delivery follows the ad money
- Mobile technology has exploded, millions of Americans are getting their news from their phones. With 40 million+ active users of the mobile Web, advertisers spent \$1.3 billion to reach them in 2008—up 54% in one year!

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Trends

- **Even if cable news does not keep the audience gains of 2008, its rise is accelerating another change—the elevation of the minute-by-minute judgment in political journalism**

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So what do we do now?

- On-line editorial outreach—go to local media web sites
- Major dailies are now completely focused on local news—take advantage of that
- Be prepared to spend more time explaining complex science/medical issues

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- Respect the overwhelming workload of the editorial staff that remains!
- Small, community papers are hungry for content
- Community newspapers have seen dips in revenue due to the tough economic times, but by and large they're doing OK.

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- Twitter—huge opportunity at every level, example, create an account with #GeorgiaFlu
- News media follow Twitter
- Post Twitter info on organization web site so media can follow

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Blogs

- Create you own expert blog—media closely follow these blogs
- Follow and comment on “Mommy Blogs”
- Post comment on other reputable blogs

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Television

- Local morning shows
- Community affairs programs
- Local cable provider
- Spot buys on cable such as “women’s segment.”

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What is news?

- Change
- Proximity
- Conflict
- The Unusual
- Currency
- Timeliness
- Impact
- Prominence

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- Think of it as a billboard—easy to say, easy to remember.
- A concise SOCO (Single Overriding Communications Objective) is more likely to get your point across.
- How would you explain your SOCO to your mother or a friend who's not a doctor or a researcher?

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- Keep it short and simple—20 seconds maximum
- Speak to shared values
- Talk about what is at stake
- Use reasonable language
- Use irony, if appropriate

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- Use quotable language as much as possible.
- Prepare two additional messages to emphasize as well as your SOCO.
- Strive for a conversational tone.
- Support your message with facts, stats, examples, anecdotes and experts.

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- Evoke pictures.
- Take a stand—present a solution.
- Frame the problem and your proposed solution in terms of institutional accountability, rather than individual responsibility.

More than one-third of respondents said they spoke with a doctor about a medical condition as a result of a media report; *more than half said they changed a health-related behavior as a result of a media report.*



Chronic illness leaves woman in constant pain
Doctors unable to treat condition
"These days, the only relief Starodub can get for her chronic pain is from painkillers like oxycontin, morphine and percocet."

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- Who is the audience?
- If the audience only remembers one thing, what would that be?
- What do we want them to do?
- Of what are we uncertain?
 - What risk communication tenets apply?
 - How do we apply risk communications principles?

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Contact Information:

Mike Greenwell
Danya International, Inc.
mgreenwell@danya.com