

VIVA! Communications – consumer media release training

Key point: Three N words or an F word

- New
- Novel
- Now
- First

Consumer media release

- Heading
- Punchy
- National – “Localise”
- Embargoed – Date use, marks the time – tells journos when to use
- Disease
- Client logo
- Key statistics
- Impact or effect of disease/condition
- New treatment
- National – appeal to as many people as possible
- Now = recent/immediacy
- Who, what, when, where, how
- Subheadings – when you need to provide more info or problem solution style heading- or call to action
- Can get a little bit funky with headings
- Writing to make journos job easier – the more likely the story will end up running.

How to be newsworthy:

- The more stats you can include, the more newsworthy the story becomes
- Talk about impact
- Explain issues
- Non-surgical becomes a benefit
- Problem solution
- Add ‘first’, ‘new’, ‘novel’ (medical only from a Code compliance perspective)
- Include a stat and something punchy
- “Australian first”
- ‘Aussies’ is better than ‘Australians’
- Use the word “may” not “could” or “will” – nothing is absolute.

First part is a summary of key important parts:

Explain the heading under for example, aortic stenosis is...

Don't fear monger, be balanced in your explanation

- Set up and explain
- Introduce the expert in paragraph 3 – say “According to xxx”, then include key messages

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- Say poor survival rates
- Aggressive cancers
- Cause and effect throughout
- Use no more than three expert quotes in a medical or consumer media release
- After introducing the expert, discuss prevalence data
- Use the word 'potentially'.

Right after we interview our VNR talent, ensure you ask them what key message they wish to impart? Also enquire about the mode of action of a particular medicines, and what the disease landscape looks like. Frame the narrative that way.

The more relevant and timely, the stronger and more compelling the story will be.

Media release – is what we send to journos.

- Most common = heaps of people effected
- Can leave beautiful quotes in to further explain.

After prevalence, discuss symptoms or severity to introduce the patient

Speak to patients about a particular procedure

Focus on prevalence data, outcomes and why it is good.

A **patient cannot mention the name or ingredient (chemical compound) of a treatment.** Chemotherapy is ok, just don't mention the type of chemotherapy used.

Prevalence, symptoms, patient – but have to tailor it to what clinicians can say, or data.

- Additional treatment option.

Consumer media releases

Finish writing the consumer media release after completing your VNR (ideally)

- Say “may” and “potentially” instead of “could” when talking about concerning stats
- Emphasise how the drug is different
- Say “most common” if true
- Relate title to Australia/Aussies/Sydneysiders/location – depending on if it's a national or local campaign – trying to include as many media outlets as possible
- Be sure to include words that people will understand
- Can get more out of the title – push boundaries of the Code of Conduct
- Include key statistic in the title – if it's an impressive statistic
- Can link to research if it's impressive
- Include disease name

- Include two n words – “now” available or “new” treatment and “first” e.g. “Australia’s first” and “novel” for pharmaceutical companies [only for medical media]
- The more stats, the better / more compelling – they make the client’s key message more newsworthy
- Talk more about impact and issues with the current landscape e.g. impact of not having treatment/current treatment side effects – do not sound like an advertisement
- Include a subheading if it’s a complex story and you need explain a bit more
 - o Stat in the negative e.g., 9 in 10 Aussies not being treated and solution in the subheading e.g. new treatment now in Medicare. Problem vs solution.

Structure

- If you don’t know the campaign key messages, ask your client e.g. BMS doesn’t usually have key messages
- Think about how a news anchor would read your story i.e. News anchor introducing it out, cut to an expert speaking, back to the news anchor, cut to the patient voice explaining their impact
- In the first paragraph, establish problem/issue and introduce the solution and include the specific indication – explain it if it’s not clear
- In the second paragraph, provide a basic explanation of the medication, the disease, and the indication – in one or two sentences
- Include why the audience should care about it
- Introduce the expert voice in paragraph three - usually around the statistic, product indication or the listing and the disease or medication itself
 - o “According to XX” or “XX said”
 - o Include client key messages as quotes
 - o If you want to say “five year survival rate”, say “poor survival rate” or “poor outcomes”
 - o Include approx.. three paragraphs of quotes – one to two sentences each
- Then discuss prevalence data and how it relates to impact of disease – can also talk about how it betters patient outcomes
- Then talk about symptoms and severity and then this should flow into the patient – patient will back this up with their experience in the next paragraph
- Disease impact paragraph
- PAG (patient advocacy group representative) paragraph
- Experts can only say “as clinicians we welcome the availability of an **additional/reimbursed/subsidised treatment option**” “to address this high clinical unmet need” or to “improve quality of life”
- Usually quotes go – expert, patient, patient advocacy group, then the client/pharma company
- Procedures are harder to explain than prescription medications, so you can use additional words explaining it

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Formatting

- Include embargo/immediate use date
- If anything is bolded it's the first para and the headings
- Most of the time include the client logo