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From: Matt Todd <ToddM@api.org>
Cc:
Bcc:
Received Date: 2003-09-23 20:43:50 GMT
Subject: BHRC Communications: Draft Media Plan

Dear BHRC Committee Member:

The attached document is a draft of the Media Plan that was developed by the BHRC Communications Committee. The Media Plan is intended to serve as a framework for effective communications about the study. It includes objectives, potential media targets, protocol for media inquiries, milestones, tactics and important communications timeline information. Please review this document and provide comments by COB October 7th to allow time for the committee to incorporate your input prior to our next conference call on October 23rd. Thank you very much.

Best regards,

Matt

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Attachments:

Media Plan 9-12-03.doc

SHANGHAI HEALTH STUDY

MEDIA RELATIONS PLAN ---DRAFT SEPTEMBER 12, 2003

OBJECTIVES:

- Ensure the Public Understanding of the Transparency/Independence of Project
- Convey Consistent Messages
- Promote Understanding of Study
- Counter Activists Negativity Toward Study
- Address local, in-country concerns/issues
- Promote Industry Product Stewardship

POTENTIAL MEDIA TARGETS:

- Trade Press
- Appropriate Medical Writers
- Shanghai/Beijing Media
- Industry Association Journals

NOTE: See Stakeholder Process for other potential audiences. Peer-reviewed science journals are not included in this plan.

STRATEGIES:

- **Low profile:** Provide media responses, briefings or interviews to targeted media as appropriate for project. Reassess media strategy when study is nearing completion.

MEDIA PROTOCOL:

1. In general, all media inquiries should be referred to the appropriate investigating institution, whether it is the University of Fudan, the University of Colorado, or Applied Health Sciences. (contact information needed)
2. Key media interactions/spokespersons for questions on the study are the principal investigators; Dr. Richard Irons(UCHS), Dr. Fu Hua (Fudan) or Otto Wong (AHS), depending on topic.
3. Individual consortium members who receive media calls concerning SHS should use SHS summary information and refer to other spokespersons as needed. (Companies to handle company-specific questions i.e., Why is your company supporting this study? How much benzene does your company produce? Why type of health monitoring does your company have in place for workers exposed to benzene? etc. should be handled by individual companies.)
4. APCO advises on China media interactions but is not expected to be a spokesperson.

MEDIA MILESTONES:

- Official event with Chinese government commemorating kick-off of study (Shanghai-December?)
- Opening of recently completed state-of-art Sino-US Clinical & Molecular Research Center (Shanghai-July)
- 2004 Symposium on benzene in Lyons, France
- Results of National Cancer Institute study 2004
- 2005 publication of Lyons meeting notes
- Study Completion in 2007/8.

NOTE: Full timeline being developed with Technical Committee assistance.

TACTICS:

- Develop understanding/needs of targeted media
- APCO/China prepares brief for Communications Committee on how Chinese media works with special emphasis on Shanghai/Beijing and on science/technical media.
- APCO develops lists of appropriate contacts for targeted media
- Develop effective media materials
- Offer APCO China services to assist with media kits for official kick-off, incorporating key messages, as appropriate.
- Encourage PI's to maintain information on web-sites.
- Provide photos and one page profile of Research Center.
- Develop/Update questions/answers.
- Coordinate with PI's on how to provide briefing/tour to appropriate Shanghai media. .
- Develop process to monitor/coordinate media contacts in order to facilitate follow-up dialogue with interested media
- Develop Media Plan to support communication of study results when completed.

TIMELINE: (very tentative)

- Official kick-off: December, 2003?
- Research Center Opens in Shanghai: Center opened July, 2003
- Interviewing patients for study: In progress
- Completion of study: 2007/8.