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Sent: Wednesday, July 16, 2003 10:11 PM
To: Clegg, Patsy M SCC-CHSE-PC; Cagen, Stuart Z SCC; Tholstrup, Susan C SCC; Sullivan, Nancy E SCC-CBAR
Cc: Iannarone, Lauren B SCC-CSEA
Subject: br shanghai study plans

All:

Here is a media plan I presented to the BR Communications Committee July 9 to generate discussion about a media strategy for the study. The document below now contains the input from the participants at the meeting. The Committee has agreed to this media plan in theory and will vent with their respective companies. Please let me know if you have any comments. I will revisit with Nick Wood in China and Wang Sung in Singapore.

Lauren presented an issues/stakeholder plan to the Committee which she will be sharing with you later.

Sarah

**SHANGHAI HEALTH STUDY
MEDIA RELATIONS PLAN ---DRAFT JULY 1, 2003**

OBJECTIVES:

- Ensure Perceived Transparency/Independence of Project
- Convey Consistent Messages
- Promote Understanding of Study
 - Counter Activists Negativity Toward Study
 - Counter Anti-foreign/ Anti Multi-Nationals Sentiment
 - Promote Industry Product Stewardship

TARGETED MEDIA:

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

- NGO Journals/Websites

STRATEGIES:

- **Proactive/low profile:** Issue media releases/provide briefings or interviews to targeted media as appropriate for project. Reassess media strategy when study is completed.

MEDIA PROTOCOL:

1. In general, all media inquiries should be referred to either the University of Fudan or the University of Colorado. (University PR contact needed,)
2. Any media release should be issued as a joint release from University of Colorado Health Sciences Center, Fudan University of China and Applied Health Sciences with the spokesperson being Dr. Richard Irons(UCHS) or Fu Hua (Fudan) or Otto Wong(AHS), depending on media release topic.
3. Individual consortium members who receive media calls concerning SHS should use one-page SHS Summary then refer to APCO and/or the universities. (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 monitors/analyzes SHS coverage and provides to Consortium members/communications committee.

MEDIA MILESTONES:

- Official banquet with Chinese government commemorating kick-off of study.(Shanghai-Fall)
- Opening of Recently Completed State-of-Art Sino-US Clinical & Molecular Research Center (Shanghai)
- Bone marrow study results end 2003/early 2004
- 2004 Symposium on benzene in Lyons, France
- Results of National Cancer Institute study 2004
- 2005 publication of Lyons meeting notes
- Updates, if appropriate, as study progresses.
- Study Completion in 2007/8.
- Fall-out from study.

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 media.
 - APCO develops lists/appropriate contacts for targeted media
- Develop effective spokespeople
 - Media/presentation training developed and provided to Irons, Hua and Wong and others as appropriate. Cultural differences in media to be highlighted.
 - Training should be done before official kick-off
- Develop effective media materials
 - Prepare media kits for official kick-off, incorporating key messages, as appropriate.
 - Provide photos and bios on Irons, Hua and Wong and backgrounds on each of their institutions.
 - Provide photos and one page profile of Research Center.
 - Develop/Update questions/answers.
 - Prepare media releases as appropriate
- Develop/promote Research Center.
 - Provide SHS briefing/tour to Shanghai media. Irons, Hua and Wong to host.
- Develop ongoing dialogue with targeted media as appropriate
 - Promote SHS website to targeted media
 - Issue updates, if and when appropriate, during study.
- Develop Media Plan to communicate results/implications of study when completed.

TIMELINE: (very tentative)

- Official kick-off: Early Fall 2003
- Research Center Opens in Shanghai: Center is completed, do not yet know if it is operating.
- Interviewing patients for study: In progress or about to start. (SARS has delayed project).
- Completion of study: 2007.

