

# Working with the Media Summary

## 1 Key Principles



Material must be factual, accurate and balanced

- Quote indications exactly
- Be clear about clinical relevance
- Don't imply clinical relevance when it is not established

Content, style and presentation must be non promotional

- Information should not appear promotional in tone or presentation
- Avoid use of brand logos or excessive use of brand name

Information must be 'newsworthy' to intended audience

- For consumer information there should be a genuine public interest
- For business the business relevance should be stated

## 2 Press Releases and Packs



All press releases should prominently state the intended audience including a geographic description. They may include backgrounders, B roll and patient case studies. Intended audience may be business, consumer or medical.



**Business releases:** these materials usually include announcements about financial matters, partnerships or milestones reached in corporate agreements or regulatory submissions— they are most likely to be made by companies with shares on the stock market, as such news may affect investment in the company.



**Consumer releases:** there should be a genuine public interest in the topic. They must not raise unfounded hopes about a treatment and must not mislead with regard to safety. Any case studies must be typical and not 'extreme'. They should not include product pack shots.



**Medical releases:** the licensed indication should be fully stated and the clinical relevance of the information made clear. It is good practice to include the SmPC with the press pack.

## 3 Interactions with Journalists

Treat journalists as members of the public - they should not be sent promotional information. Companies are responsible for information they provide to journalists. They are not necessarily responsible for articles that journalists subsequently write.

For interactions with journalists (usually press conferences):

- Hospitality must not be excessive
- Journalists cannot be paid to attend
- AstraZeneca does not pay travel expenses for journalists
- The press conference must meet usual rules for balance, fairness, etc, and be completely non-promotional
- Presenters and spokespersons should be briefed not to promote products
- All material must be approved in advance



## 4 Experts and Case Studies

### Spokespersons

All individuals nominated by AZ as spokespersons must be given a clear written briefing. It should remind them that it is not acceptable to encourage the public to ask for a named medicine. Quotes from AZ employees should focus on the business perspective and benefits to patients rather than on products.

**Remember:** AstraZeneca is held accountable for anything that is said by its spokespersons.

### Case Studies

Describe a patient that is typical and not an extreme example and focus on living with the disease; the patient must not mention an AstraZeneca product or competitor products. Patients should be briefed and contracted in a similar way to health professionals.

