

Table of Contents

Section 1 - Introduction: the public perception about vaccine trials.....	5
Why a media handbook?.....	5
How to use this handbook.....	6
Communication in relation to vaccine trials.....	6
Section 2 - The mission of the media.....	8
Two 'golden rules.'.....	8
Section 3 - The structure of media organizations.....	10
Newspaper/news agency.....	11
Small magazine.....	12
Radio station.....	12
Television station.....	13
Section 4 - A day in the life of a journalist.....	14
The editorial meeting.....	14
The assignment register.....	14
Section 5 - Identifying your public and partners	14
The media, editorialists, opinion-shapers.....	15
The scientific community.....	15
HIV/AIDS organizations.....	15
Women's groups.....	16
Student groups.....	16
Human rights organizations.....	16
Vaccine trial workers (primary and secondary).....	16
Religious organizations.....	17
Traditional authorities.....	17
Community-based organizations.....	17
Policy makers.....	17
Section 6 - Reaching your public.....	18
The Contact List.....	19
Section 7 - A Press Conference.....	20
A.Organizing a press conference	20
Choosing a day.....	20
Writing a press release.....	21
A typical press release.....	21
Preparing a video news release (VNR).....	22
Preparing a media kit.....	23
A typical fact sheet.....	24

B. Getting ready for the media	25
The day before your conference.....	25
The day of your conference.....	25
Some 'Don'ts'.....	26
Understanding questions.....	26
Good answers.....	26
Bad answers.....	27
C. Nightmare scenarios	28
Survival strategies.....	29
D. Crisis scenario	30
The 'conscientious objector crisis'	30
Section 8 - If something goes wrong during the trial?	32
The scorned volunteer crisis.....	32
The mass hysteria crisis.....	33
The whistle-blower crisis.....	34
The visual association crisis.....	34
Section 9 - Conclusion	36
Bibliography	37
Appendix 1: Communications and vaccine trials in Thailand	38
Appendix 2: Communication issues in vaccine trials in Uganda	40
Appendix 3: Communications and vaccine trials preparation in Kenya	41
Appendix 4: Questions that may cause you anxieties	42