

How can the **media** communicate to reduce risk?



Jason Gale
Senior Editor
Bloomberg News/Melbourne

by Bloomberg

Overview

- Some background about Bloomberg
- What's news?
- Modus operandi
- Making news your ally
- Some recommendations



Bloomberg.com

Bloomberg BusinessWeek

BLOOMBERG PROFESSIONAL[®] service

LEARN MORE ▶

Bloomberg
TELEVISION
Click for Live TV



PUT THE POWER OF BLOOMBERG.COM[®] IN THE PALM OF YOUR HAND.

Bloomberg
MOBILE



Bloomberg News

Resources

- More than 2,000 Bloomberg journalists, editors and producers
- 150 bureaus in 73 countries
- More than 6,000 stories published daily, including in Japanese and Chinese
- Archive of 20 million stories

192 LOCATIONS
WORLDWIDE

by Bloomberg

Bloomberg **Audience**



- 300,000 professional `terminals`
- Subscribers in 161 countries
- Subscriber median household income of \$438,000
- Fund manager subscribers control about \$1.5 billion on average
- 480 newspaper and magazine subscribers with combined circulation of 80 million
- Broadcasts in 10 separate networks in 7 languages
- TV audience = 250 million households
- BLOOMBERG.COM



by Bloomberg

What's News?

- It's surprising
- It's new/novel
- It's interesting/attention-grabbing
- It provides relevant info/context
- It's **not** a public service announcement
- It's **not** meant to be free advertising

What do readers **care** about?

	Run Date	Topic	Regi	Hits ↑	JBN	Editor	Metric	Story Topic or Top Headline
	___/___/___	Health	All			All	All	
21	06/21/2013	Health	Asia	30131	0	Schine	Follow	Men Over 40 Should Think Twice Before Racing Triathlons: Health
21	01/14/2013	Health	Asia	25471	0	Schine	Follow	Brazilian Bikini Waxes Make Crab Lice Endangered Species: Health
21	01/08/2014	Health	Asia	19418	0	Schine	Follow	Bedroom-Invading Smartphones Jumble Body's Sleep Rhythms: Health
21	07/29/2013	Health	Asia	18002	0	Schine	Follow	Heart Surgery in India for \$1,563 Costs \$106,385 in U.S.: Health
21	05/21/2013	Health	Euro	15379	504	Schine		Vitamins That Cost Pennies a Day Seen Delaying Dementia: Health
21	12/09/2013	Health	Asia	14240	1416	Brecher		Doctor Helps Grandma Die to Avoid Japanese Feeding-Tube Culture
21	12/03/2012	Health	Asia	12362	0	Schine		Teen Girls Dying From Sunbed Tans Seen Curbing \$5 Billion Industry: Health
21	01/16/2013	Health	Asia	11069	0	Schine		Sydney Vomiting Bug Spreads Globally Posing Threat to Cruise Lines: Health
21	08/24/2012	Health	US	9944		Richardson	Follow	Tiger Woods Blood-Spinning Therapy Gains Advocates Amid Questions: Health
21	01/02/2013	Health	Asia	9669	0	Brecher		World's Oldest Man at 115 Years Can Thank Lottery-Like Gene Odds: Health
21	05/09/2012	Health	Asia	9595	0	Schine		Madonna's Secret for Longevity Seen Fueling Friendly-Bacteria Boom: Health
21	02/20/2014	Health	US	9069	0	Other	Follow	JPMorgan Dad Turns Biotech CEO in Quest to Save His Son: Health
21	12/16/2013	Health	Euro	7770	530	Schine		Harvard Pre-Med Turned Banker Plots IPO for U.K. Biotech: Health
21	07/23/2013	Health	Euro	7677	0	Schine		Duchess Casts Midwife Tradition Aside for Royal Birth: Health
21	07/25/2013	Health	Asia	7594	0	Other		Denial of Menstrual Hygiene to Indian Women Holds Back Economy
21	07/09/2012	Health	Asia	7573	0	Schine		Special K for Depression Renews Hope in Hallucinogens as Treatment: Health
21	05/02/2012	Health	US	7114		Schine		Testosterone Chases Viagra in Libido Drug Race Amid Doctor Concern: Health
21	02/20/2013	Health	Asia	6910	846	Other		Dying Alone Becomes New Normal as Japan Spurns Confucius: Health
21	10/23/2013	Health	Asia	6870	0	Schine		Public Vasectomy With Band-Aid Promotes Family Planning: Health
21	11/06/2012	Health	Euro	6800		Schine	Both	Girl Dies as Pluristem Sells on Gains With Miracle Cells: Health
21	07/24/2013	Health	Asia	6436	2272	Brecher		Grandma on Feeding Tube Without Consent Symbolizes Aging Japan
21	01/23/2014	Health	US	6057	0	Schine		Schumacher Brain Injury Puts Focus on Need for Therapies: Health
21	01/27/2014	Health	US	6021	0	Schine	MMwin	At \$84,000 Gilead Hepatitis C Drug Sets Off Payer Revolt: Health
21	10/24/2012	Health	US	5844		Other		Life-Saving DNA Test Languishes as Ignorance Boosts Cancer Risk
21	04/22/2013	Health	US	5834	0	Schine		Chili Peppers Seen Helping 36 Million Migraine Sufferers: Health
21	03/25/2013	Health	Asia	5780	0	Schine		Surgery Restoring Penis After Prostate Cancer Increasing: Health
21	10/29/2013	Health	Euro	5737	0	Schine	Follow	Fasting at Least Twice a Week Seen as Alzheimer's Hedge: Health
21	12/20/2013	Health	Euro	5423	0	Schine		How I Got Hooked on E-Cigarettes Hints at Growing Market: Health
21	11/22/2013	Health	Euro	5344	0	Schine		Harvard Yoga Scientists Find Proof of Meditation Benefit: Health
21	05/16/2012	Health	Euro	5184		Schine	MMwin	Nude Olympian Joins Andy Murray to Sell Hot Sports Drink: Health

Modus Operandi

- **Fresh** angles
- What's the **surprise**?
- Key **data**
- Use of **superlatives**
- What's the **news peg**? (Why now?)
- **Names** make news
- **Personalize** the narrative using anecdotes and “colour”

Making news your ally

- The media conveys messages
 - Use it for risk-mitigation advice
- Leverage public concern about a specific event to disseminate relevant, timely, useful information
- PSAs can be wrapped up as news
- Work with us, educate us, talk to us, mine us for ideas, sources

Some Recommendations

- Be **timely**: give plenty of notice
 - Prepare factsheets in advance
- Use credible, authoritative voices
- Line up outside experts as **alternative sources** of opinion
- Have a **clear message**
- Use supporting data/evidence

Bloomberg

Jason Gale

Senior editor
Bloomberg News/Melbourne

E-mail: j.gale@bloomberg.net

Twitter: @jwgale