

Thursday, March 26, 2020 | 10:30 - 11:30 a.m. | MRGN 121

THE CHALLENGE FOR SCIENCE IN THE GLOBAL MEDIA

Whether seeking media coverage for breakthrough science, a sci/tech project, or a biotech/ biomedical start-up, the media strategy would appear to be simple: Elicit positive media coverage, and counter negative media coverage. In reality, the challenge is far more complex. Even when successful, who's actually listening, reading, watching ... and forwarding? Can you hope to gain the attention of mainstream media? What makes a science story "popular audience" ready? As opposed to what makes a story "venture capital" ready? Dr. Gunn will discuss SBMM 2020, a media model which incorporates the increasing impact of social media into the professional media landscape, as the effect of social media on bioindustry news, the financial markets, and mainstream media. By way of example, the hour-by-hour media response to the March, 2019 FDA announcement of its approval of the first-ever postpartum anti-depression treatment, the biopharmaceutical Zulresso from Sage Therapeutics will be detailed.



MOIRA GUNN

- Host of NPR's Tech Nation
- Professor and Director of Bioentrepreneurship, University of San Francisco

Dr. Moira Gunn is perhaps best known to Purdue audiences as NPR journalist and host of Tech Nation, and its segment BioTech Nation, on WBAA. She is also a Purdue grad, the first woman to receive a PhD from Purdue in Mechanical Engineering, in addition to earning a master's degree in Computer Science. Dr. Gunn is also a professor at the University of San Francisco, where she is the Director of Bioentrepreneurship.

Open to the public.

For more information contact
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