

MEMORANDUM

To: Name of Client

From: Kevin Einbinder

RE: FDA Advisory Committee Meeting Media Coverage Report

This memo and attached report updates the media summary you received yesterday.

Communication Objective Achieved

Our communication goal leading into the meeting was two-fold:

- Influence positive coverage of aspirin and naproxen sodium
- Diffuse negative coverage of aspirin and naproxen sodium
- Drive attention to acetaminophen's link to liver damage

As a result of the media efforts surrounding the meeting our goal was achieved: Acetaminophen and the Tylenol brand received substantially more coverage than Bayer Aspirin or Aleve. In addition, the tone of the stories surrounding the first day of the meeting (acetaminophen) were much more negative in tone than the coverage of day two (aspirin and NSAIDs).

Here's a summary.

OVERALL NDAC MEDIA COVERAGE		
	# of stories	Total Impressions
Print	86	63,187,054
Broadcast	718	67,454,715
TOTAL	804	130,641,769

TYLENOL BRANDED COVERAGE			
	# of stories	Overall percentage	Impressions
Print	62	72	48,223,309
Broadcast	478	67	46,986,753
TOTAL	540		95,210,062

BAYER ASPIRIN BRANDED COVERAGE			
	# of stories	Overall percentage	Impressions
Print	11	13	4,331,866
Broadcast	3	0.5	249,923
TOTAL	14		4,581,789

Key Points

- Headlines after Day One raised the alarm that products like Tylenol could cause liver damage. In addition, aspirin was listed in several stories as a potential alternative pain reliever.
- Liver toxicity/acetaminophen was perceived by the media as a more immediate and widespread public health threat.
- Consumer testimony on Day One captured media's attention and added to drama of the story.
- Two key factors contributed to the aspirin story playing a secondary role:
 - Friday is traditionally a weak news day, particularly if the news breaks at the end of the day.
 - The committee's decision was not as clear on Day Two, which was reflected in less consistent and precise coverage.
- While stories on aspirin raised the concern on GI bleeding, they also discussed the potential for the alcohol warning to be removed from the label.
- On site and advance media relations played a role in shaping the aspirin story and distinguishing the issues between the ingredients.
- Bayer and Aleve branding was minimal. Bayer Aspirin was mentioned in 11 print stories and 3 broadcast stories. Aleve was mentioned in one print story and 3 broadcast stories.
- In comparison, Tylenol was mentioned in 62 print stories and 478 broadcast stories.

The following pages comprise a detailed listing of all news coverage. In addition to the analysis we've provided, please let us know if there is other information you'd like us to glean from the coverage. We will also update you with any additional coverage we find in our tracking.

Please call me with any questions.