**Discussion Points – Jason Gale/Bloomberg News**

Three suggestions:

* Be transparent in discussing evidence for guidance, advice, recommendations or perceived risk
  + On what is this evidence is it based?
    - Is the evidence **STRONG –** *weak* – ***emerging –*** non-existant?
* Be humble. Recognize:
  + the limitations of available evidence
    - *Absence of evidence is not evidence of absence*
  + that there are alternative view points
    - things are rarely black and white (more like varying shades of grey!)
  + that debate is normal (and welcomed) in science while evidence is accumulating
  + that advice/recommendations/perceived level of risk will probably change as the evidence base increases and improves
  + that some evidence may be context-specific and not generally applicable
  + that communicating uncertainty isn’t easy, but OK to be upfront about it
  + that the media and general public may not be familiar with scientific processes and methods, and may need to be guided along the evidence-gathering path
* Be accessible to the media in as many geographies as possible
  + Might mean alternating start times (morning, midday and afternoon)

One approach (from Bloomberg):

* + Emphasis on QuickTakes (short explainers) that seek to provide clarity on evolving situations.
    - First QT print story on novel coronavirus was published Jan. 7 as “**How China’s Mystery Illness Is and Isn’t Like SARS: QuickTake**” and updated 48 times to “**Understanding the Virus and Its Unanswered Questions: QuickTake**” at the end of August.
    - “Facts” are usually gleaned from dozens of sources and distilled in an easy-to-understand, accessible format
    - Embedded links in text show sources
    - Dozens of QuickTake print stories have been produced, covering transmission, vaccine development, control strategies, testing, masks, children, “long haulers,” asymptomatic cases, vaccine hesitancy, and emerging infectious disease risks/pandemic threats
    - Hundreds of QuickTake videos have been shared on Twitter and YouTube, getting about 15k-600k viewers