The press release went out on 24 October 2014 and the paper was published on 27 October 2014.

As of 25 November 2014, the article had been viewed 2,632 times (also see: full article impact).

Since then 21 clippings have been monitored in the media, mostly on medical websites, but also importantly El Mundo. Most of them appeared in English speaking media, but there were a few articles in Italian, Portuguese and Spanish. Six interviews by one of the paper’s authors, Marylyn Addo, have been monitored, as well as activity on social media.

The fact that the IUIS press release was really only picked up by medical media and did not lead the news and major outlets is almost certainly down to timing.

The IUIS “call to action” was published when the media was already reporting that vaccine development for Ebola had “changed up a gear” and mass production of 3 vaccine candidates was announced. Until 10 days before the publication of the call to action (27 October 2014), there was almost nothing in the media about therapies and vaccinations. If we had managed publication by 17 October, the IUIS call would have been one of the first voices to speak about vaccination and existing options, and the call to action would have preceded the WHO announcements on clinical trials and funding.

In media, timing is everything.

Below you will find:
- Competing news items
- Distribution
- Author interviews
- Social Media
COMPETING NEWS ITEMS

On October 22 the New York Times posted an article ‘Ebola vaccine ready for testing sat on shelf’:
http://www.nytimes.com/2014/10/24/health/without-lucrative-market-potential-ebola-vaccine-was-shelved-for-years.html?module=Search&mabReward=relbias%3Aw%2C%7B%222%2C%7B%22%22%3A%22RI%22%3A18%22%7D

After this there was a wave of articles about vaccines and therapies already existing in labs, but not being tested or made available for lack of funds.

Also on October 22, WHO announced testing for Ebola vaccines was about to start:

Prof Addo was also cited in many (mostly German) outlets on October 22 saying that the Ebola vaccine had been tested on humans for the first time in Germany.
DISTRIBUTION

The press release was sent out via EurekAlert and AlphaGalileo who distributed the release under embargo and then posted it when the embargo was up (on 27 October 2014):

**EurekAlert!**

The Ebola epidemic: Is there a way out?


**AlphaGalileo**

The Ebola epidemic: Is there a way out?


The press release was also posted on the IUIS website:

[http://www.iuisonline.org/images/stories/docs/comm/iui_pr_ebola_final.pdf?5a48d87dcdf6fac96a6bc0ffcc1b9e64c=27d46d71c3b357f627a2d6d77d50caec](http://www.iuisonline.org/images/stories/docs/comm/iui_pr_ebola_final.pdf?5a48d87dcdf6fac96a6bc0ffcc1b9e64c=27d46d71c3b357f627a2d6d77d50caec)

With a link to the full paper in Frontiers in Immunology:


The press release was picked up by:

**Medical Research News**

International Societies Urge Expedited Ebola Vaccine Development


**Medical News Today**
Rapid and adequate funding of trials on experimental vaccines and therapies needed to address the Ebola Epidemic

http://www.medicalnewstoday.com/releases/284481.php

Environmental News Network

Ebola: vaccines under development show promise

http://www.enn.com/sci-tech/article/47959

Laboratory Talk

Union calls for Ebola funding

www.laboratorytalk.com/news/union-calls-for-ebola.../407089.article

Science Codex

The Ebola Epidemic: Is there a way out?

http://www.sciencecodex.com/the_ebola_epidemic_is_there_a_way_out-144259

Science News Daily

The Ebola epidemic: is there a way out?

http://www.sciencedaily.com/releases/2014/10/141027085428.htm

Science 2.0

Will the ebola epidemic ever end?

http://www.science20.com/news_articles/will_the_ebola_epidemic_ever_end-147741

National Journal

How to make an ebola vaccine: 5 simplified steps

http://www.nationaljournal.com/health-care/how-to-make-an-ebola-vaccine-5-simplified-steps-20141029
Revista Quo (Mexico)
Como frenar al ébola

Yahoo Noticias (Espanol)
Como frenar al ébola

Forskning (Norway)
Forskere etterlyser satsning pa ebola-vaksiner
http://forskning.no/sykdommer-vaksiner/2014/10/forskere-etterlyser-satsning-pa-ebola-vaksiner

Agenzia Spaziale Italiana
https://www.agi.it/.../ebola_experti_occorre_accelerare...

ANSA Scienza & Tecnica
Ebola, appello per intensificare la ricerca/ Lanciato dalle Società di Immunologia
http://www.ansa.it/scienza/notizie/rubriche/biotech/2014/10/27/ebola-appello-per-intensificare-la-ricerca_6e96dea5-ca04-40d3-aafc-a1622cb7e255.html

TiScali IT
Appello degli immunologi: più ricerca su vaccino e terapie
http://notizie.tiscali.it/articoli/esteri/14/10/27/ebola-soldati-usa-provenienti-liberia-isolamento-italia.html

Free News Post
The Ebola epidemic: Is there a way out?
Libero Gossip IT – Agi.It

Ebola esperti occorre accelerare trial vaccini et terapie

http://www.agi.it/research-essviluppo/notizie/ebola_esperti_occorre_accelerare_trial_vaccini_e_terapie-201410271205-eco-rt10072

FAI Informazione

The Ebola epidemic: is there a way out?


Salute Domani

The Ebola epidemic: is there a way out?

http://www.salutedomani.com/article/the_ebola_epidemic_is_there_a_way_out_17061?utm_source=twitterfeed&utm_medium=twitter

Publico (Portugal)

Funerais higiénicos considerados cruciais para inverter a epidemia do ébola


Theory Q Forum


News 24

Prof Gray discusses his latest paper (video)


Ebola: Immunotherapy trials likely to start in January
2014-11-07 14:33

The fact that not everyone with Ebola has died during the ongoing outbreak in West Africa suggests that some kind of immunity to this virus is possible. This is what UCT's Professor Clive Gray discusses in his latest paper. Watch. WATCH

‘Ebola could be eliminated in next 12 months’ - professor
2014-11-10 09:42

Immunology professor Clive Gray has just published a highly-acclaimed paper on the progress immunology is making in treating and preventing the spread of Ebola. A vaccine which has proved very effective on monkeys could be the wonder-drug the world is looking for if it is rolled out effectively, and soon. Watch. WATCH
AUTHOR INTERVIEWS

Interviews by Prof Addo (not related to release) on a press conference about Ebola can also be found on internet (23-24 October).

Ebola vaccine not ready until 2015:
https://www.youtube.com/watch?v=mGtWSKHg9y0

There were requests for the full paper and interviews from:

- El Mundo
- National Journal
- Medical Research
SOCIAL MEDIA

There was some activity on Twitter.

Infectious Disease @infdisnews · 5h
Policy | #Ebola: Is there a way out? @IUIS_ny @FrontImmunol ow.ly/DuCuW

EurekAlert! @EurekAlertAAAS · Oct 27
The Ebola epidemic: Is there a way out?: bit.ly/1wBxQfs

IUIS and 1 other retweeted
Frontiers @FrontiersIn · Oct 27
The #Ebola epidemic. Is there a way out? IUIS calls for action. New #OA paper @FrontImmunol bit.ly/1FPlLeR

IUIS Immunology retweeted
IUIS @iuis_ny · Oct 27
The #Ebola epidemic. Is there a way out? IUIS calls for #action. IUIS paper journal.frontiersin.org/Journal/10.338...

Jacqueline Partarrieu
jpcommunications@orange.fr
+336 2314 5784
The Ebola epidemic: Is there a way out?
bit.ly/1wBbxb3 #science

Our Head of Division, Prof Clive Gray's interview with News24 on the Ebola outbreak. Part I: news24.com/Live/Health/Eb

Ebola outbreak caught vaccine scientists off guard
By News24 @News24

immunology professor Clive Gray from UCT has just published a highly-acclaimed paper on the progress immunology is making in treating and preventing the spread of Ebola. Watch.

A Dead-End Host: is there a way out? A position piece on the Ebola virus outbreak by the Internati...
bit.ly/1tyoMbi #Immunology