



**Monitoring report on the IUIS press release  
“The Ebola epidemic: Is there a way out?”  
Monday 24 November 2014**

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%22%22%3A%22RI%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:

<http://www.nytimes.com/2014/10/22/business/testing-for-ebola-vaccines-to-start-soon-who-says.html>

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 EurekaAlert and AlphaGalileo who distributed the release under embargo and then posted it when the embargo was up (on 27 October 2014):

### **EurekaAlert!**

The Ebola epidemic: Is there a way out?

[www.eurekaalert.org/pub\\_releases/2014-10/jc-tee102314.php](http://www.eurekaalert.org/pub_releases/2014-10/jc-tee102314.php)

### **AlphaGalileo**

The Ebola epidemic: Is there a way out?

<http://www.alphagalileo.org/ViewItem.aspx?ItemId=146555&CultureCode=en>

The press release was also posted on the IUIS website:

[http://www.iuisonline.org/images/stories/docs/comm/iui\\_pr Ebola\\_final.pdf?5a48d87dcdf6fac96a6bc0ffc1b9e64c=27d46d71c3b357f627a2d6d77d50caec](http://www.iuisonline.org/images/stories/docs/comm/iui_pr Ebola_final.pdf?5a48d87dcdf6fac96a6bc0ffc1b9e64c=27d46d71c3b357f627a2d6d77d50caec)

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

<http://journal.frontiersin.org/Journal/10.3389/fimmu.2014.00562/full>

The press release was picked up by:

### **Medical Research News**

International Societies Urge Expedited Ebola Vaccine Development

<http://medicalresearch.com/author-interviews/international-societies-urge-expedited-ebola-vaccine-development/8610/>

### **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](http://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](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](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

<http://quo.mx/noticias/2014/10/29/como-frenar-al-ebola-1?tag=oms>

### **Yahoo Noticias (Espanol)**

Como frenar al ébola

<https://es-us.noticias.yahoo.com/frenar-ébola-161500703.html>

### **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\\_esperti\\_occorre\\_accelerare...](https://www.agi.it/.../ebola_esperti_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](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 ?

<http://www.freewnewspos.com/news/article/a/1343035/today/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-e-sviluppo/notizie/ebola\\_esperti\\_occorre\\_accelerare\\_trial\\_vaccini\\_e\\_terapie-201410271205-eco-rt10072](http://www.agi.it/research-e-sviluppo/notizie/ebola_esperti_occorre_accelerare_trial_vaccini_e_terapie-201410271205-eco-rt10072)

## **FAI Informazione**

The Ebola epidemic: is there a way out?

<http://fai.informazione.it/p/5459DC23-F5F5-42AC-9BAB-46ABC416C955/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](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

<http://www.publico.pt/ciencia/noticia/funerais-higienicos-considerados-cruciais-para-inverter-epidemia-do-ebola-1674683>

## **Theory Q Forum**

[http://www.theoryq.com/theory-the-ebola-epidemic-is-there-a-way-out-1157.html?utm\\_source=twitterfeed&utm\\_medium=twitter](http://www.theoryq.com/theory-the-ebola-epidemic-is-there-a-way-out-1157.html?utm_source=twitterfeed&utm_medium=twitter)

## **News 24**

Prof Gray discusses his latest paper (video)

<http://www.news24.com/Live/Health/Ebola-immunotherapy-trials-likely-to-start-in-January-20141107>

<http://www.news24.com/Africa/News/Ebola-death-toll-nears-5-000-20141108>

<http://www.news24.com/Live/Health/Ebola-outbreak-caught-vaccine-scientists-off-guard-20141107>

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**

Video

### '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>

[http://www.welt.de/print/die\\_welt/hamburg/article133601291/Marylyn-Addo-kaempft-von-Hamburg-aus-gegen-Ebola.html](http://www.welt.de/print/die_welt/hamburg/article133601291/Marylyn-Addo-kaempft-von-Hamburg-aus-gegen-Ebola.html)

<http://www.general-anzeiger-bonn.de/news/thema/viele-freiwillige-fuer-ebola-studie-in-deutschland-article1480934.html>

<http://www.zeit.de/news/2014-10/24/gesundheit-schon-viele-freiwillige-fuer-ebola-studie-in-deutschland-24080405>

<http://www.stuttgarter-zeitung.de/inhalt.forschung-an-ebola-impfstoff-ein-affenvirus-dient-als-taxi.a0714345-8330-41dd-b318-da024828d389.html>

<http://www.deutsche-gesundheits-nachrichten.de/2014/10/28/tests-mit-medikamenten-an-ebola-erkrankten-in-afrika-geplant/>

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** @infdissease\_news · 5h  
IMMUNOLOGY INFECTIOUS DISEASE Policy | #Ebola: Is there a way out? @IUIS\_ny @FrontImmunol ow.ly/DuCuW

← ↻ ★ ⋮

**EurekaAlert!** @EurekaAlertAAAS · Oct 27  
The Ebola epidemic: Is there a way out?: [bit.ly/1wBxQfs](https://bit.ly/1wBxQfs)

← ↻ 3 ★ 1 ⋮ [View summary](#)

IUIS and 1 other retweeted

**Frontiers** @FrontiersIn · Oct 27  
frontiers The #Ebola epidemic. Is there a way out? IUIS calls for action. New #OA paper @FrontImmunol [bit.ly/1FPLeRa](https://bit.ly/1FPLeRa)



← ↻ 6 ★ 1 ⋮

Frontiers Immunology retweeted

**IUIS** @iuis\_ny · Oct 27  
IUIS The #Ebola #epidemic. Is there a way out? IUIS calls for #action. IUIS paper [journal.frontiersin.org/Journal/10.338...](https://journal.frontiersin.org/Journal/10.338...)

← ↻ 5 ★ 2 ⋮



**Science Codex** @sciencecodex · Oct 27

The Ebola epidemic: Is there a way out?  
[bit.ly/1wBbxb3](https://bit.ly/1wBbxb3) #science

← ↻ 1 ★ 1 ...



**Immunology\_UCT** @Immunology\_UCT · Nov 10

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

 News24

### **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.



[View on web](#)



**Frontiers Immunology** @FrontImmunol · Oct 27

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

← ↻ 1 ★ 2 ...

Elsevier and 4 others follow



**Health Sciences Lib** @uct\_hsl · Oct 29

The **#Ebola epidemic** - is there a **way out**? Prof Gray authors position paper [health.uct.ac.za/news/ebola-epi...](http://health.uct.ac.za/news/ebola-epi...)

← ↻ 1 ★ 1 ...



**Secret Code** @SecretCode\_1 · Oct 28

Theory The **Ebola epidemic**: Is there a **way out**?:  
The International Union of Immunology Societies (IUIS) publis... [bit.ly/1waMyds](http://bit.ly/1waMyds)

← ↻ ★ ...

Vanessa Pavinato and 2 others follow



**Salute Domani** @salutedomani · Oct 28

The **Ebola epidemic**: Is there a **way out**?: Not everyone who contracts the **Ebola** virus dies, the survival rate is... [tinyurl.com/kyzpbgv](http://tinyurl.com/kyzpbgv)

← ↻ ★ ...



**Marci Farmer** @mfteach · Oct 28

Check this **out**! The **Ebola epidemic**: Is there a **way out**?  
[mf3111.blogspot.com/2014/10/the-eb...](http://mf3111.blogspot.com/2014/10/the-eb...) #scichat #science

← ↻ ★ ...



**The San Bruno Beacon** @SBBeacon · Oct 28

The **Ebola epidemic**: Is there a **way out**?: Although no licensed vaccines against **Ebola** exist on the market, 'sig.. [bit.ly/1sybIBN](http://bit.ly/1sybIBN)

← ↻ ★ ...



**India Rheumatology** @InRheumatology · Oct 27

Is There a **Way Out** of The **Ebola Epidemic** [bit.ly/1svJGS5](http://bit.ly/1svJGS5) #rheumatology

← ↻ ★ ...

Guardian Science follows



**Infection Research** @InfectionRes · Oct 27

The **Ebola epidemic**: Is there a **way out**? (INTERNATIONAL IMMUNOLOGICAL SOCIETIES/ FRONTIERS IN IMMUNOLOGY)  
[bit.ly/1tGBH5X](http://bit.ly/1tGBH5X)