

## Media-Report 2014

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### Accredited Journalists

The World Health Summit 2014 generated substantive media response and resulted in 250 accredited media-representatives on-site.

The central press conference, held on Sunday October 19, had to be moved to the huge Europa-Saal due to popular request. The panelists were:

- Walter Lindner (*Ebola Commissioner, Germany*)
- Barry J. Marshall (*Nobel Prize Laureate in Medicine, 2005, Australia*)
- Leroy Hood (*President, Institute for Systems Biology, USA*)
- Bettina Menne (*Program Manager, WHO/Europe, Germany*)
- Hans-Dieter Klenk (*Ebola-Expert, Department of Virology, University of Marburg, Germany*)
- José Otávio Costa Auler Jr. (*WHS President 2014, Brazil*)
- Detlev Ganten (*WHS President, Germany*)
- Moderation: Sarah Kelly (*Deutsche Welle*)



## Media-Coverage

Spanning the whole year 2014, a network of more than 1,200 German and 800 international media contacts were provided with 20 press-releases. More than 500 articles were produced on the World Health Summit, published in print, online, TV, and radio. These include the 200+ articles published during the Berlin event, October 19-22.

Representatives from every major German media station and publishing house were present on-site. In addition, high-ranking international journalists reported to their countries. This culminated in reports by:



Additionally, the four major German news agencies covered the WHS 2014 several times:



For further information, please visit our homepage:

[www.worldhealthsummit.org/press-media/in-the-media/clippings-2014.html](http://www.worldhealthsummit.org/press-media/in-the-media/clippings-2014.html)

## Media-Quotes

"At the World Health Summit in Berlin, the German Federal Government announces additional initiatives to support the fight against Ebola."

*ARD Tagesschau (Germany)*

"An Ebola symposium is part of the annual World Health Summit in Berlin today..."

*New York Times (USA)*

"At the second day of the World Health Summit in Berlin, scientists and experts discussed the challenges of battling Ebola."

*KGNS-TV (USA)*

"The Summit won't only focus on Ebola. The spread of other infectious and noncommunicable diseases is on the agenda."

*CCTV (China)*

"The World Health Summit provides an important platform for non-state actors in global health; this power should be carefully exercised."

*The Lancet, Global Health Blog (UK)*

"Poorer countries with weak health care systems will see the bulk of

250,000 additional annual deaths caused by climate change from 2030-50, the World Health Summit in Berlin has heard..."

*Business Spectator (Australia)*

"It was a truly humbling experience to be surrounded by a thousand renowned leaders from academia, politics, industry, the private sector and civil society from across the world to address global health issues."

*Western News (Canada)*

"Further collaborations between academia and global health stakeholders are crucial to supporting efforts to contain the current Ebola crisis and future epidemics, say health researchers, speaking at the World Health Summit."

*SciDev.Net (USA)*

"International experts like the German Ebola Commissioner Walter Lindner used the special symposium "Ebola: A Wake-up Call for Global Health" to call for a coordinated approach in fighting the epidemic..."

*Modern Ghana (Ghana)*

## Digital Outreach: Homepage

The homepage [www.worldhealthsummit.org](http://www.worldhealthsummit.org) is the central source for information on the Summit and the Regional Meetings. In 2014, it was visited more than 200,000 times by visitors from 188 countries.

The main-sessions of the WHS 2014, all held at the prestigious Weltsaal, were streamed live and attracted about 2,500 people from more than 100 countries.

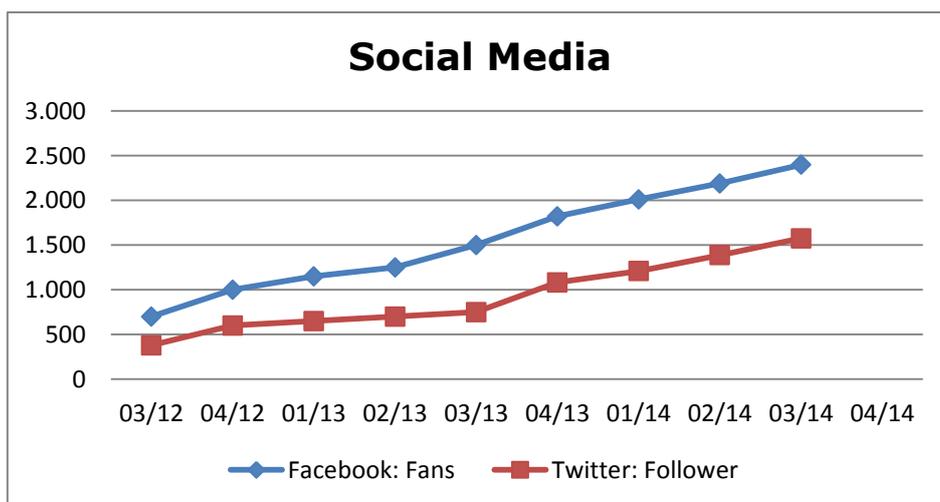
## Social Media

The World Health Summit communicates via various social media outlets:

- [Facebook](#)
- [Twitter](#)
- [Google+](#)
- [YouTube](#)
- [LinkedIn](#)



The main focus is on Facebook and Twitter:



## Journalist Award

In partnership with Deutsches Ärzteblatt, the European Union of Science Journalists' Associations (EUSJA) and the Pulitzer Center on Crisis Reporting, the annual "Next Generation of Science Journalists"-Award was granted for the third time in 2014.

It generated huge additional visibility resulting in high-quality applications from 15 countries.

The winners 2014 were:

- Beenish Fatima Ahmed (USA)
- Ángela Bernardo (Spain)
- Pritha Chatterjee (India)
- Ana Belén Callado (Spain)
- Merle Schmalenbach (Germany)



## WHS Yearbook

The WHS Yearbook provides substantive background information about the issues and initiatives raised at the World Health Summit and the work of world leaders in global health.



WHS Yearbook 2013  
(published January 2014)



WHS Yearbook 2014  
(published January 2015)

Central topics and discussions are addressed in-depth via interviews, essays and infographics. It will be mailed to leading policymakers and opinion-leaders.

In 2014, the Yearbook was venerated with an ASTRID Award 2014 "Gold" and a FOX Awards 2014 "Silber".



## Newsletter

The WHS Newsletter gets send out about every 6 weeks to a global community of almost 16,000 subscribers.

In addition, the WHS was featured in various external newsletters like:

- academics
- Association of Schools & Programs of Public Health (ASPPH)
- Berlin Institute of Health (BIH)
- Berlin Partner
- Bundesverband Medizintechnologie (BVMED)
- Centre Virchow-Villermé de santé publique Paris-Berlin
- Charité – Universitätsmedizin Berlin
- Deutsche Gesellschaft für die Vereinten Nationen (DGVN)
- Deutsches Zentrum für Infektionsforschung (DZIF)
- European Students' Conference
- Fogarty Internatioal Center
- Gavi, the Vaccine Alliance
- Gerechte Gesundheit
- Germany Trade and Invest (GTAI)
- Gesundheit Berlin Brandenburg
- Gesundheitsstadt Berlin
- Going International – Health Information Services
- Health Capital
- Helmholtz-Gemeinschaft
- International Health Policies (IHP)
- Knaus Verlag
- Ministère des Affaires Étrangères et du Developpement Internatioal
- Random House
- Rotary
- Sarah-Wiener-Stiftung
- visitBerlin
- World Health Organization (WHO)
- Wissenschaftsportal Französische Botschaft in Deutschland

