Some arbitrary facts about stem cells

1. In the 1950s researchers tested delivering blood of young rats into old ones. The blood from the young rat flowed into the old one, and vice versa.
2. In 2005 the scientists joined old and young mice and then examined them. The muscles of the old mice had healed about as quickly as those of the young mice. The young mice, on the other hand, had effectively grown prematurely old.
3. The scientists behind the two studies believe that this could lead to treatments for disorders like Alzheimer’s disease and heart disease.
4. “Instead of taking a drug for your heart and a drug for your muscles and a drug for your brain, maybe you could come up with something that affected them all,” Dr. Lowenstein said.
5. “There’s a conflict between the two groups, which is heartburning,” said Dr. Irina M. Conboy, a professor of bioengineering at Berkeley.
6. “It’s quite possible that it will dramatically increase the incidence of cancer,” says Hilma M. C. Conboy, professor of bioengineering at the University of California, Berkeley. “You have to be careful about dosing.”
What is an angle?

- A presentation technique, but it is not the topic
- Helps making the story clear, and gives it focus
- The main objective or idea in the article
- «The hook»
- The particular point of view in the article
- It forces you to be critical
- Writing it involves difficult decisions: S - I - N

What angle do we see here?

What is the angle here?
How do you find your angle?

- **Timing**: Did it happen today? Then it's news.
- **Significance/Impact**: Are many people affected?
- **Proximity**: The closer to home, the more newsworthy
- **Human Interest**: Can anyone identify with this?
- **The Unusual**: Something that is out of the ordinary is news
- **Conflict**: Bad news is often more newsworthy than good news
- **Currency**: Related to pegs. Something maintains newsworthiness over time because it first was deemed newsworthy for some other reason

**EXAMPLE from Ingvild Vik**

Simple facts – how do you find an angle here?

*Half of all women will undergo an uncomplicated cystitis in their lifetime. This is the most common bacterial infection in women. The condition accounts for approximately 3.5% of all contact causes in general practice. Cystitis is often painful, and although the condition often goes untreated, we know that antibiotics provide rapid improvement of symptoms. That's why the current standard treatment for cystitis is a 3-day course of antibiotics.*

**In search of an angle**

- Always go for the action
- Stories covering the same topic can differ in angle
- In news text you choose one single angle to start with, but remember that you can incorporate several perspectives later in the article
- We will have to ask the good questions
To answer a journalist

- answer the questions in a everyday language
- don’t plunge into your reports and reviews
- try not to be technical

- In this case the study has no results yet. As a journalist I was wondering if there were anything newsworthy without the final results.

The questions

- How many of these patients receive antibiotics today?
- Are the long-term risk for these patient groups becoming resistant to antibiotics?
- Are there any consequences for the general population?
- Are there a real risk that people become resistant to antibiotics?
- What happens then?
- What is the purpose of international cooperation?
- Is it done earlier?

The answers

*Cystitis is the most common bacterial infection among women and accounts for approximately 3% of all consultations in general practice.*

We know that the condition goes away by itself, but it is painful, and we know that antibiotics provide a quick symptomatic effect. The vast majority of these women will therefore be treated with antibiotics.

*Norway alone will print 400,000 prescriptions of this type of antibiotics each year. So yes, it is widely used antibiotics in this group.*
So what?

Antibiotic resistance is a problem for the individual patient, and for all of us. Antibiotic resistance is transferred between bacteria, and these bacteria are transmitted between humans through food and through animals. It’s a growing problem that gets more and more attention. It is estimated that about 25,000 people die each year in Europe as a result of infection with resistant microbes. The British Minister of Health has estimated this to be a greater threat to mankind terror.

More answers

We fear that some types of bacteria will become «super-­-bugs». Antibiotics want work on them. If you get an infection from a super-­-bug after an operation, antibiotics can’t help you. It will be a major setback for modern medicine if we no longer can make use of technology due to the risk of getting a slight infection which today are easily treatable, but in the future may not be. If we in our study finds that ibux is as good pain relief as antibiotics for cystitis, this could reduce the use of antibiotics in non-­-pregnant healthy women significantly. This will contribute to at least slow the progression of antibiotic resistance worldwide.

Several pegs

WHO reports global antibiotic problem
Some local angels – based on the peg

- Do you have any?
- Norwegian researchers can solve a global (antibiotic) problem (bigger than terrorism)
- Norwegian women can help save the world
- Modern medicine can lose the war against the most banal bacteria

About the research project

*International cooperation helps us getting results that applies for all Scandinavian women.*

*There have been no large studies on this subject before, except a small pilot study in Germany in 2010 that showed promising results. They are now in the process of recruiting a larger study. They are also about to make a similar services study in Switzerland.*
Possible angle

Do you have any?

Norwegian researchers are at the forefront in the global fight against resistant bacteria