



FRIEDRICH-ALEXANDER  
UNIVERSITÄT  
ERLANGEN-NÜRNBERG

FACHBEREICH WIRTSCHAFTS-  
WISSENSCHAFTEN

**Institute for International  
Business & Globalization (IBUG)**

**Lehrstuhl für  
Kommunikationswissenschaft**

Prof. Dr. Christina Holtz-Bacha

Findelgasse 7/9, 90402 Nürnberg

Telefon +49 911 5302-675

Fax +49 911 5302-659

[www.kowi.wiso.uni-erlangen.de](http://www.kowi.wiso.uni-erlangen.de)

**Vortrag Tomas Odén, Universität Göteborg/Schweden  
Dienstag, 29. November 2011, 15–16.30 Uhr, Raum 2.024**

**How the Swedish media handled the swine flu pandemic**

Nürnberg, 19. November 2011

In recent years a comprehensive strategy for those in charge of government crisis communications has been to "speak with one voice". The idea has been to involve as many experts as possible in the campaign's basic idea, to give it a maximal impact. When the swine flu pandemic broke out in the spring of 2009, this strategy was very successfully applied in Sweden, which led to a vaccination rate of as much as 60 percent of the population.

An important background to the campaign was that the Swedish authorities had signed an agreement with a pharmaceutical company for the purchase of almost 20 million doses of vaccine if the WHO declared a pandemic influenza, which happened in June 2009. How did the news media, with its dwindling resources, handle this situation? Could they act independently, and scrutinize the agreement and the vaccination program, or did they just become a part of the large state campaign?

