

Media Outreach Guidelines





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I. How to get started

1. Define your audience

- Who are your main target groups? Prioritize!
- What do they read/watch/listen to?
- How much does the audience know about PI
- What do you want them to do?

2. Familiarize yourself with the outlet you are contacting

- Check what type of articles they publish/ reports they broadcast
- Try and identify the health correspondent and research whether they have done any stories relating to PI and rare diseases.
- How much scientific and or technical information should you provide?

3. Define your message

- What is your objective? Do you want to raise awareness on PI? Issue a call for action?
- Who will read the article? According to who you want to reach out to, identify the most appropriate lines of argumentation for that audience
- Emphasize the most exciting story, try to find hooks: what would best raise the interest of the outlet's readers? E.g. story about SCID babies

4. Ensure you have an available and prepared spokesperson

- Select a spokesperson comfortable with the topic (possibly several spokesperson for each key topic)
- Make sure the spokesperson is briefed about the outlet and is ready to give an adapted answer to the journalist, taking into account the media angle, the level of technicality required etc.
- Ensure your spokesperson are media trained or at least practice delivering the key messages prior to the interview

5. Have background information ready to be sent

- A press kit
- Patients case studies (and if possible, a patient who is fully briefed and ready to be interviewed) Look at the patient testimonials provided on the World PI Week website for guidance in our "Real stories" media section on the website.
- High resolution pictures



II. How to write press material

1. Writing a Press release

General tips:

- Include all necessary facts for reporters to file a story. Write in a fluent, journalistic style that conveys authority and fully covers the issue. Aim is for the reporter to rely on your release and key messages as they write their stories.
- Keep it to one page or at the most where possible.
- Use the World PI Week logo, available on the Material section of the website.
- Include a patient/carer testimonial to capture the human side of PI
- Insert quotes from an immunologist or other key thought leaders from your country.

The structure:

- Put the most important information first. Your headline should grab reporters' attention.
- The lead sentence should summarize what's most newsworthy: **When, Who, What, Where, Why**
- Next should be the supporting facts and quotes from spokespeople or experts to illustrate and liven your data.
- State *-more-* at the bottom of each page, except for the last page where you put a ### or ENDS sign.
- At the end of the release include one-paragraph about World PI Week (see examples of media material in the Media section of the website).
- Include contact details for further questions or possible interviews.
- Always include general info on World PI Week and the website address at the bottom of the page.
Visit the Media Centre corner on the World PI Week website to see examples of press releases!

2. Writing an invitation

In many countries an invitation (also called a media advisory) is structured in the following way:

- **WHAT:** stating the context and the agenda
- **WHO:** the name and titles of the speakers
- **WHERE:** the location name and address or login details
- **WHEN:** Time and duration
- **REGISTRATION:** who they should contact to register and possibly what they need to bring with them to the press conference or an exact web address and log in details

Don't forget to give contact details of your organization, to put the World PI day logo and the World PI Week website address.

3. What to include in a press kit

- Fact sheets
- Graphs/ statistics
- Q/As on the issue
- Patient testimonials and / or case studies
Possibly with an expert answering simple questions
- Lexicon/glossary of terms
- Pictures

Check out the World PI Week website for facts and figures on PI!



III. How to approach a journalist

- Target the right person, a journalist who usually covers health-related topics.
- Use the direct phone line/e-mail of the journalist.
- Approach journalists as early as a few months before World PI Week to start building awareness of PI, and use pitch calls to build relationships. Get to know the journalists who cover your field.
- Send a press kit so the journalist has all background information he needs to understand the importance of PI Week. It will be easier to involve them on World PI Week later.
- Once on the phone, be **short, to the point** and **persuasive**. Since journalists are busy, you have only a minute or two to state your purpose. In the first few moments, you must explain the essential, and raise interest. Explain why the story is important and why the journalist should cover it. Ask if they have a few minutes – if so, you can go into more detail.
- Make your calls in the morning. This gives you a better chance of talking to reporters instead of their machines. It's also when most editors and producers decide what to cover in their evening news or next-day's paper. Afternoons in newsrooms often mean deadlines, when no one has time to talk.
- Suggest possible interviews with experts, as well as "ordinary" people who give a human face to complex issues. You can also suggest getting together to discuss additional story ideas and angles.
- Before hanging up, double-check fax numbers and e-mail addresses
- Take note of the conversation so you can easily relate to the discussion when you call back the journalist later.
- Try to follow up with written information.

IV. How to get TV coverage

1. General tips!

Aim large! Rare diseases and PI should be known by everyone!

- Contact news programs, medical programs, talk shows, documentaries etc.
- Help them visualize your story with videos and pictures
- Talk to them directly and don't only rely on an invitation or press release
- If you want to promote an event, set clear when they can come to film
- Suggest that they interview someone: Offer a person to be interviewed: an expert, a patient, a World PI Week organizer etc.

2. Send your videos!

Your local stories interest global media! International media outlets encourage the general public to act as reporters. Wherever you are in the world, don't hesitate to send your videos, audios, stories and pictures to global media. It can be videos from previous events, of your preparations for World PI Week, patients testimonials etc. Try to use the World PI Week logo as much as possible.

BBC – Have your say: http://news.bbc.co.uk/2/hi/talking_point/your_news/7593687.stm

CNN – I report: <http://edition.cnn.com/ireport/>

Al Jazeera – Your media: <http://yourmedia.aljazeera.net/>

New York Times – Times People: <http://timespeople.nytimes.com/home/about/>

More detailed guidelines are provided under the **IPOPI Broadcast Guidelines** available in Annex or at www.ipopi.org



V. How to organize a press conference

1. Is there a good reason for this press conference?

- What will you announce? A press conference needs to deliver 'new' news and interesting information.
- Who will announce it? If possible, try to build a coalition of speakers from different organizations to make your event more interesting to the press and provide access to thought leaders they would not otherwise reach
- Make your press conference newsworthy. Link it to a local concern where possible: e.g. make your press conference a public call for action from your coalition of representatives to the government and again if its regional make it tangible to the people living in that community.

2. Logistics and planning

- Think of a location with easy access for the media
- Avoid too big a room, as it is better that the room seems crowded than empty
- Make sure there are no other events that can interest the same press on the same day
- Make sure the room has the technical equipment for you to film it and broadcast it later on your website for journalists who could not make it
- Plan a lectern and microphones

3. Program

- Choose one moderator. Role: welcoming everyone, giving a 2 minute introduction and making sure each speaker respects its talking time and close the session. The moderator also introduces the Q&A session and chooses what journalist can ask a question.
- Chose 3 to 4 speakers. Each speaker should have a specific topic and complement the other speakers
- Prepare talking points for each speaker with the key messages you want delivered
- Prepare an agenda

4. Invitations

- Who to invite? Don't think in terms of outlets but in terms of who you want to reach out to
- Send a save the date (see template)
- Send an invitation/media advisory (see template)
- Find the journalists who covers your issue and e-mail your invitation/ media advisory
- Follow up with a phone call. Give the essential details of your event – make sure your pitch is tight and persuasive. Leave a message if the journalist isn't there.
- Keep chasing

5. On the day

- Distribute the agenda, the press kit and a short presentation of the speakers
- Ask each speaker to arrive early to review the key messages and talking points with each speaker as well as the layout of the room.
- Send out a press release at the moment of the press conference and follow-up both with journalists who came and with journalists who could not make it

Ensure you have a means of tracking your media results (e.g. Google alerts)!