

Activity description

- Can be different formats:
 - small, highly-targeted exercises involving distribution of information to key media or
 - more comprehensive campaign, involving a press event

Target audiences

The categories of media that are likely to be receptive to information about PAH will vary from country to country but may include:

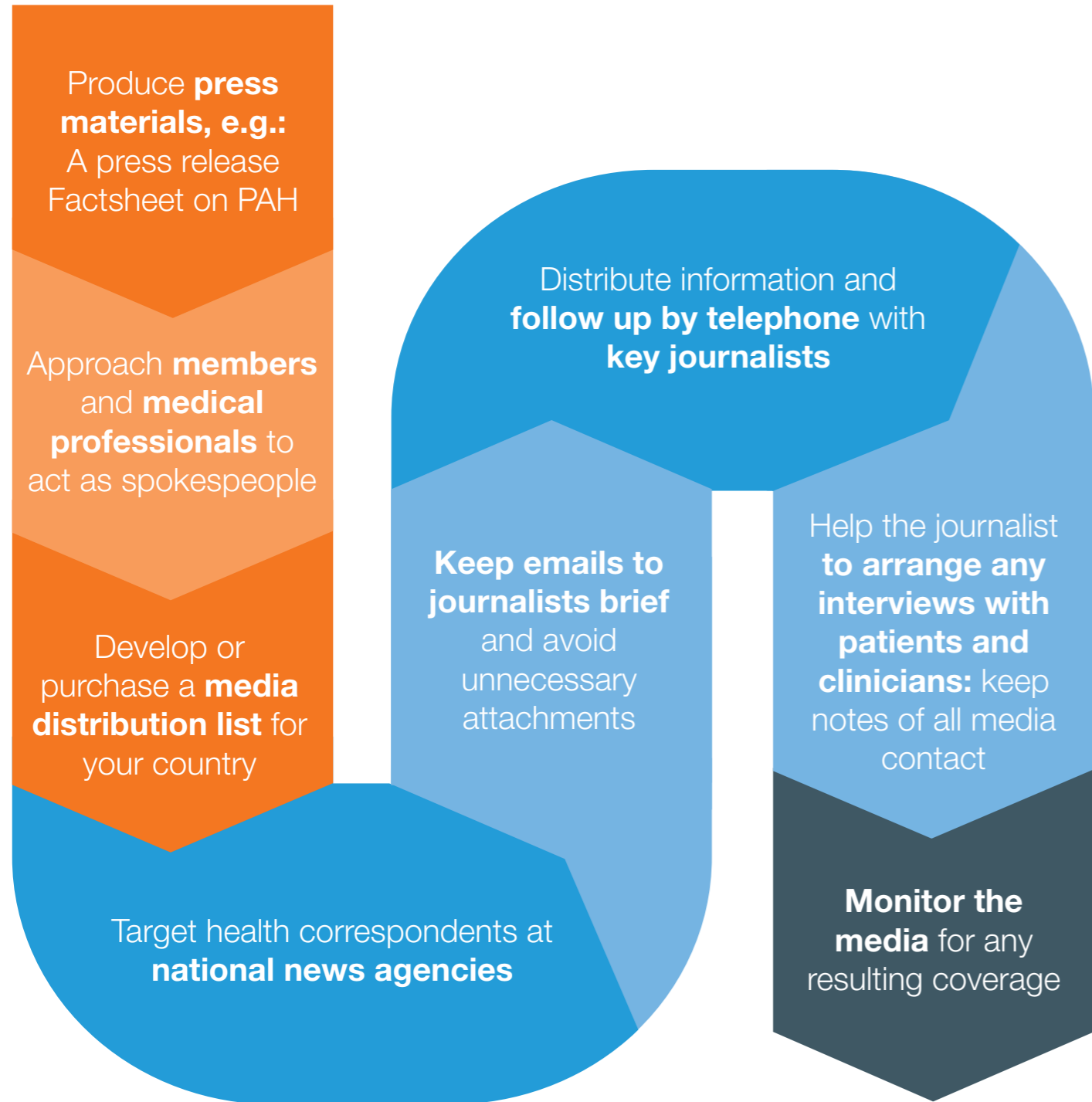
- National media: health correspondents on daily and weekly newspapers, TV and radio
- Regional media: health correspondents on daily and weekly newspapers, TV and radio
- Press agencies
- Women's interest magazines
- Men's interest magazines
- Consumer healthcare magazines
- Relevant online media
- Professional publications that accept news stories – not peer-reviewed (for GPs, hospital doctors, nurses, community care and social services, specialists in Cardiology, Respiratory Medicine)
- Freelance journalists* contributing to any of the above

* journalists that are not affiliated to a single publication, but work independently to provide articles for many

Key considerations

- **Tailor your press materials to different media**
 - consumer publications: more interested in the human angle of a story – what it means to live with PAH
 - professional publications will require a more scientific approach
- **Include facts and figures** that are specific to your country/region; try to include quotes from local patients and healthcare professionals
- **Local media will prefer a local angle:**
 - offer patients who are willing to speak to journalists about their experience or medical spokespeople for each region
- Ensure that you comply with any **regulatory restrictions in your country**

Key steps



Top tips



