Media launch



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- Professional publications that accept news stories not peer-reviewed (for GPs, hospital doctors, nurses, community care and social services, specialists in Cardiology, Respiratory Medicine)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

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 <u>local</u> 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

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





Time to Talk-

Produce **press** materials, e.g.: A press release Factsheet on PAH

Approach members and medical professionals to act as spokespeople

Develop or your country

purchase a **media** distribution list for

> Target health correspondents at national news agencies

Distribute information and follow up by telephone with key journalists

Keep emails to journalists brief and avoid unnecessary attachments

> **Monitor the** media for any resulting coverage

> Help the journalist

to arrange any

interviews with

patients and

clinicians: keep

notes of all media

contact

Top tips

Make sure you are well prepared before you contact a journalist

Be aware that journalists work to **tight deadlines** so provide information in a timely manner

There is **no guarantee** your story will be published

> Be honest – don't overstate facts or exaggerate stories

Journalists can make mistakes. You can ask for major inaccuracies to be corrected

Make sure any patient spokespeople are fully briefed and check that they are still happy to help as their situation may have changed

