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- Professional publications that accept news stories – not peer-reviewed (for GPs, hospital doctors, nurses, community care and social services, specialists in Cardiology, Respiratory Medicine)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

- Produce **press materials**, e.g.:
  - A press release
  - Factsheet on PAH
- Approach **members** and **medical professionals** to act as spokespeople
- Develop or purchase a **media distribution list** for your country
- Target health correspondents at **national news agencies**
- Monitor the **media** for any resulting coverage
- Help the journalist to arrange any interviews with patients and clinicians: keep notes of all media contact
- Distribute information and **follow up by telephone** with key journalists
- Keep emails to journalists brief and avoid unnecessary attachments

**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
- Keep emails to journalists brief and avoid unnecessary attachments