Media one-to-ones

Activity description

- One-to-one briefings: meetings between individual journalists and one or more spokespeople can be:
  - an informal meeting over coffee
  - a structured event, such as at a conference
- An excellent way of developing a positive relationship with journalists, to develop more in-depth articles
- World PH Day, held annually on 5 May could provide a good hook for approaching journalists: http://www.worldphday.org/AboutWorldPHDay

Target audiences

- Key journalists who are likely to cover the topic of PAH or who have covered similar topics previously – see full list of relevant media in ‘Media launch’ section

Key considerations

- **Offer a local expert in PAH and/or patients and carers** to bring the IPCS findings to life
- **Fully brief** the expert, patient/carer and journalist ahead of the interview
**Key steps**

- **Approach** appropriate experts/patients/carers to speak to journalists
- Agree a series of dates on which they would be available
- Identify relevant journalists: those who have covered PAH or similar topics in the past
- Invite the journalist(s) to attend a one-to-one briefing
- Agree a convenient date and location
- Confirm times and dates with all parties and ensure that your speakers/interviewees are fully briefed
- Provide suitable press materials and refreshments to the journalist
- Follow up with the journalist after the event
- Monitor the media for any resulting coverage

**Top tips**

- There is no guarantee of any resulting coverage from a briefing
- This exercise is important to build positive relationships with journalists