

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>

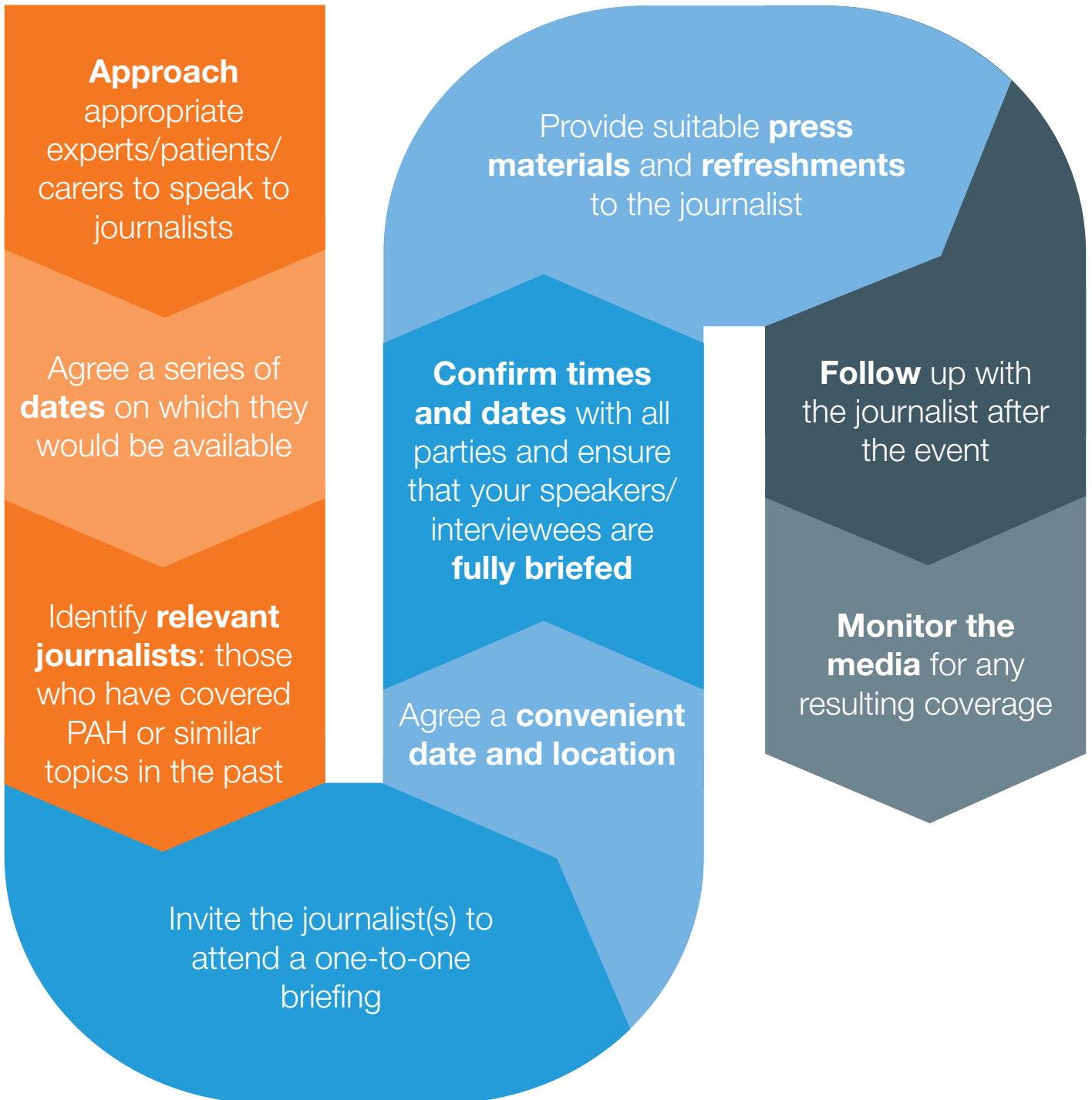
Target audiences

- 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



Top tips

There is **no guarantee** of any resulting coverage from a briefing

This exercise is important to build **positive relationships with journalists**