Media one-to-ones

Activity description

One-to-one briefings: meetings between individual journalists and one or more spokespeople can be:

Time to Talk-

- 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

Time to Talk

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 Provide suitable **press materials** and **refreshments** to the journalist

Confirm times and dates with all parties and ensure that your speakers/ interviewees are fully briefed

Agree a convenient date and location

Follow up with the journalist after the event

Monitor the media for any resulting coverage

Invite the journalist(s) to attend a one-to-one briefing

Top tips

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

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