WORLD HEMOPHILIA DAY 2014
MEDIA RELATIONS GUIDELINES

6.9 million people have a bleeding disorder.
75 per cent of them don't know it.

SPEAK OUT. CREATE CHANGE.

Contacting the media about World Hemophilia Day and the activities you have planned around it provides an excellent opportunity to increase awareness of inherited bleeding disorders. Media can create exposure for your organization’s programs, events, and inspirational people. Regular media coverage will position your organization as a key authority on inherited bleeding disorders in your country and will allow you to communicate positive and interesting stories to a diverse audience.

PROMOTING YOUR ORGANIZATION AND EVENTS TO TRADITIONAL MEDIA

- When reading your regional and local daily newspapers, magazines, and online news sources, pay attention to the names of journalists and editors who write about health, news, and consumer issues.
- Based on the types of stories they write, think about what the different journalists and editors are looking for in a story. Develop a strong message and an interesting angle or hook for your release.
- Contact local newspapers and magazines for their names if you do not already have these and record them in a database. Update this as regularly as possible. This information may also be available online.

BE PREPARED

- Develop a clear message or story you wish to share. Don’t try to tell many stories at once. If you include facts and figures in your messages, please make sure they are accurate and you can provide the source.
- Identify a spokesperson/specialist from your organization who will be available for an interview and who is comfortable appearing on camera.
- Review all messages with your spokesperson before each interview. Practice as often as possible.
- During an interview, be prepared for detailed questions and be sure to stick to your planned messages. If you or your spokesperson does not know the answer to a question, tell the journalist that you will look into it and get back to him/her shortly. Do not forget to follow up. Please make sure that you provide the journalist with the information well in advance of their deadline.

**WHICH MEDIA OUTLET DO YOU NEED?**

- Consider radio and television outlets if you are having an event or activity.
- Television journalists need visuals for their newscasts (B-roll) or you may invite them to attend an event to gather their own images. Therefore it is advisable to have some activities planned that would be visually interesting.
- Radio journalists generally request an interview with a spokesperson or specialist. Identify an individual who will be comfortable and relaxed speaking on a live or pre-recorded radio program before contacting the journalist/program.
- Print and online journalists generally request an interview with a spokesperson/specialist in addition to photos and images for their publication or web article. Before contacting the journalist, select appropriate images and get permission to use them, in addition to identifying a suitable spokesperson.

**NEWS RELEASES**

- Send your news release to the specific journalist or editor. Be sure to spell their name correctly.
- For an event, send your news release in advance so the media can plan to attend.
- If your news release is based on a general interest story, with no specific date, send it to all your media contacts at the same time.
MONITOR YOUR COVERAGE

- Record the names of the journalists and news outlets that picked up your story. Take note of what aspects of the story received the most attention and keep this in mind for future.
- Keep track of any lessons learned in the process of approaching journalists and sending your news release to ensure that future press releases are successful.

CORRECTING MISTAKES

- Occasionally a journalist makes a mistake or omits important information when reporting a story. If there is a significant mistake in the story that you think should be corrected, politely contact the journalist/editor. Do not contact the journalist if you disagree with the opinion expressed.
- If on the other hand, after an interview, you realize you have provided an incorrect fact, contact the journalist immediately to provide the accurate fact or figure.

USING SOCIAL MEDIA TO PROMOTE YOUR ORGANIZATION AND EVENT

- Have a clear online strategy with set objectives. Prepare to be flexible.
- Select social media tools that are appropriate for your message and audience.
- Create a social media release. This would be a version of your news release that you post on your various social media sites (Facebook, Twitter etc.) as well as any other social media sites that support your organization. Encourage your community to share the news release to widen your community reach.
- Some media will allow community organizations to post information on their events on their social media sites. Research other online opportunities to post your news release.
- Remember that social media does not replace, but complements, traditional media relations.

For more information about media relations please read:

For additional information about World Hemophilia Day and to download other materials, visit www.wfh.org/whd.