WORLD HEMOPHILIA DAY 2015
GUIDELINES FOR WORLD HEMOPHILIA DAY MEDIA RELATIONS

6.9 million people have a bleeding disorder
75 per cent of them do not know it

BUILDING A FAMILY OF SUPPORT

Guidelines for World Hemophilia Day Media Relations

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, and gives exposure to your organization’s programs, events, or interesting and inspirational people. Regular media coverage of your organization will position your team as a key local authority on inherited bleeding disorders 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 and public policy issues.
- 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.
- Phone the newspapers you want to target and find out the copy deadline to send a news release.
- 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.
- Ensure you have developed a clear message or story you wish to share. Do not try to tell many stories at once.
- You have a limited opportunity to attract a journalist’s attention so be direct and make your story as interesting as possible.
Send your press release (by email or fax, depending on the newspaper/journalist) and address it to the specific journalist or editor. **Be sure to spell their name correctly.**

For an event, send your release well in advance so the media can plan to attend.

If your press release is based on a general interest story, with no specific date, send it to all your media contacts at the same time. While you want to be fair and reach all media at the same time, send the press release to members of the media individually, and do not send an impersonal group email.

Consider radio and television outlets if you are having an event or activity as they have specific requirements to cover a story.

Take note of the needs of various types of media:

- Television journalists require visuals for their newscasts (B-roll) that you will have to provide 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.

- Be prepared; before contacting a journalist or a particular program, identify a spokesperson/specialist from your organization who will be available for an interview and who is comfortable appearing on camera.

- 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.**

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.

During an interview, be prepared for detailed questions and be sure to stick to your planned message or story. If you or your spokesperson does not know the answer to a question, tell the reporter that you will look into it and get back to
him/her shortly, do not forget to follow up and make sure that you provide the journalist with the information well in advance of their deadline.

- Lastly, monitor the coverage that you received. 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 press releases. Keep track of any lessons learned in the process of approaching journalists and sending your press release to ensure that future press releases are successful.

Promoting your organization and events through social media

- Have a clear online strategy with set objectives but prepare to be flexible.
- Select social media tools that are appropriate for your message and audience. For example: use Facebook for general messaging, Twitter for quick updates or live commentary from an event, and LinkedIn for messages to the professional community.
- Use a social media release to communicate your news story to the online community, and provide links to any other media coverage you would like your community to be aware of.
- Have one person monitor the activity on your social media outlets daily so you can respond immediately to any questions or concerns that your community may send you.
- Remember that social media does not replace, but complements, traditional media relations.

For further information about media relations please read: http://www1.wfh.org/publication/files/pdf-1257.pdf

For additional World Hemophilia Day materials, visit www.wfh.org/whd.