



## Guidelines for World Hemophilia Day Media Relations

World Hemophilia Day is an excellent opportunity for your organization to increase awareness of inherited bleeding disorders and your programs. 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 wide audience.

The World Hemophilia Day 2010 press release template will be available on January 15 at [www.wfh.org/whd](http://www.wfh.org/whd). It will help you advise the media about your World Hemophilia Day activities.

These guidelines show how to promote your organization to the 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.
- 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 what is the deadline to send a news release (their copy deadline).
- 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 for your release.
- Consider radio and television outlets if you are having an event or activity.
- Send your press release (by fax or email, depending on the newspaper/journalist) and address it to the specific journalist or editor.
- For an event, send your release in advance so the media can plan to come.
- 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.
- Make available to journalists any audio-visual materials (ie: video podcasts, audio files, B-roll footage, etc).
- Have a good spokesperson available that is aware of your key messages for follow-up calls from the media and ask him/her to respond to questions as soon as possible.
- If there is an important mistake in the story, follow-up in a polite way with the journalist and/or editor. Otherwise, do not contact the journalist if you disagree with the opinion expressed.



- During a follow-up interview, be prepared for more detailed questions. If you do not know the answer, instead of responding with “no comment”, tell the reporter that you will look into it and get back to them shortly.
- Lastly, take a look at the coverage that you received and see what newspapers and online sources picked up the story. Keep track of this information for future story ideas that you would like to suggest.

For more materials, visit [www.wfh.org/whd](http://www.wfh.org/whd).