



WORLD FEDERATION OF HEMOPHILIA
Fédération mondiale de l'hémophilie
Federación Mundial de Hemofilia

Guidelines for World Hemophilia Day Media Relations

Media relations provide an excellent opportunity to increase awareness of inherited bleeding disorders, in addition to creating exposure for your organization's programs, events, or interesting 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.
- 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.
- Take note of the needs of various types of media;
 - Television journalists require visuals for their newscasts (B-roll) or you may invite them to attend an event to gather their own images. 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.



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- 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 to let them know. Do not contact the journalist if you disagree with the opinion expressed.
- During an interview, be prepared for detailed questions. If you or your spokesperson does not know the answer, tell the reporter that you will look into it and get back to him/her shortly. Please 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
- Utilize a social media release to communicate your news story to the online community
- Remember that social media does not replace but complements traditional media relations

For further information about media relations please read:

http://www.wfh.org/2/docs/Publications/Hemo_Org_Resources/Monographs/HOD-10_Media-Relations.pdf

Links to other social media toolkits and resources:

- **Social Media for Nonprofit Beginners**
<http://www.wearemedia.org/beginner>
- **Message in-a-box**
<http://www.messageinbox.tacticaltech.org/>
- **Mobiles in-a-box**
<http://mobiles.tacticaltech.org/>
- **Charity Village - Social Media Toolkit**
<http://www.charityvillage.com/cv/research/rofr71.html>
- www.wfhmmo.org