

Broadcast Guidelines (TV and Radio)

Succeeding to get TV and radio coverage is challenging but can be a highly effective way of getting your message across. With time and effort, you can make it happen. It is important to be very well prepared and build relationships with journalists and producers over time. However please be aware that the downside to communicating your personal story is that you are exposed in the public arena.

Here are some steps to get you started.

I. How to get started?

- Identify broadcast channels in your country/region that might be interested in the PID story including news, medical programmes, talk shows, documentaries etc. Then identify the relevant managers, producers and editors who are responsible for the show.
- In order to appeal to TV and Radio, you should have a general knowledge about the shows, and the topics and issues that they cover as well as the audience they target. You can then prepare a story so that it best fits the station's style.
- You must always put yourself in the shoes of the audience in order to get more people to listen. You should think about who listens to the show. For radio, if it's a show that runs in the late afternoon that means the audience is generally made up of people who are on their way home from work whereas mid-morning programmes tend to target people at home.
- Prepare a short introduction to describe your story. It should capture what's most newsworthy: When, Who, What, Where, Why. Try your best to include good visuals/photos to illustrate your story. Send your material by email and by post to the contacts you have identified.
- Make contact by phone to introduce your story. For local stations, you can try to arrange an appointment to go to see them and introduce your story.
- Follow up. If you don't hear anything after establishing contact check back in a few days or weeks with a note or a phone call and offer to discuss it further.
- Seek out TV and Radio personalities on social media nurturing these contacts over time. Strike up a conversation on twitter, comment or send them a direct message about your story through the station's website. Sometimes it is easier to make a connection with a reporter who you have contacted before.

II. Creating content

- Check whether the programme will be live or recorded. Live has the advantage that it will be exactly what you have said but cannot be edited. Whereas with a recorded programme, you might be able to ask the reporter to change your response and re-record a new one.
- In any case make sure that you prepare your key messages in advance and rehearse them ahead of the programme. While most media look for a story you must also ensure that you will get out what you want from the programme (i.e. increased awareness of PID, your organisation and other specific issues you may want to publish). Please be aware that the people interviewing you and the public listening will probably never have heard about PID. It is important to have a simple fact sheet prepared that you can provide as background to the person interviewing you and as a basis for your own responses. You may be able to agree to produce a Question & Answer paper in advance with the reporter who will interview you. Do remember that others have done this before and colleagues in other NMOs may well have material that is helpful.
- Where feasible record your own content and send to media outlets. This can be used as either background material otherwise known as B tape or could be the story itself. Try to persuade

Broadcast Guidelines (TV and Radio)

media outlets to bring a crew to record your event/interview. The latter is always a harder sell as crews are expensive.

- Content can be videos from previous events, patient testimonials from the IPOPI TV or other relevant national content, etc.
- For the radio, you must be able to tell the story and convey the message without the aid of pictures or props, so delivering your message in an interesting way is very important.
- Getting a big name – a celebrity, a TV host, Minister, Member of Parliament etc. involved always helps. It makes good TV.
- Try to display your organisation, the IPOPI and the World PI Week logo as much as possible.

III. Social media relay

Social media is a fundamental part of all awareness activities. If you are interviewed or you an event you hosted get covered be sure to relay that information on social media. Getting attention from the media is very important but increasingly more people turn to social media, and other online platforms, to read the news. By relaying media coverage on social media you ensure it reaches more people, different audiences as well as your closest stakeholders.

IV. Tools

Below is a list of the types of documents and guidance that you can find on the IPOPI website to use as background material.

- What are PIDs? detailed information available on IPOPI.org
- Country specific information on PID including: graphs/ statistics, patient testimonials and/ or case studies.
- Q&As tailored with local data
- Global Call to Action – available on World PI Week website
- IPOPI PID Principles of Care
- IPOPI PID Information leaflets