



COMMUNICATIONS AND MEDIA

How to talk to media

INTERMEDIATE

→ IT'S VERY IMPORTANT TO BUILD A POSITIVE RELATIONSHIP WITH JOURNALISTS, BECAUSE IT HELPS YOU TO UNDERSTAND MEDIA DYNAMICS AND DEVELOP EFFECTIVE COMMUNICATION WITH THEM.

OBJECTIVES:

- Build and maintain an **open relationship with media journalists**.
- Share **clear and relevant key messages** with them.
- **Adapt your message to different media channels**.
- **Know your audience** to keep your message clear and concise.
- **Position yourself as a reference contact** for your community.

ADVANTAGES:

- Journalists always need stories and content to engage with their audience, that is why it's **important to establish an open, constant conversation** through sharing relevant anecdotes about your cause or community.





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STEP BY STEP:

1

PREPARE YOUR KEY MESSAGES

- Identify **2-3 main points you want your audience to remember**. Keep it simple, clear, and free of difficult medical terms.
- Consider using a **real-life example or a compelling story** to illustrate your points, helping the message resonate with both journalists and their audiences.

2

KNOW YOUR AUDIENCE

- Understand that **most people, including journalists, may not be familiar with PID**. Be ready to explain it in simple terms like, "PID means the immune system doesn't work properly, making people more likely to get sick."
- **Reiterate key points** throughout the conversation to reach the target audience.
- **Adapt your message to address specific media interests** and concerns and avoid tough questions.

3

PRACTICE MAKES PERFECT

- Rehearse your **key points** to maintain focus in case of interviews.
- Make your **message relatable** and provide them with **reliable details**.
- Practice **staying calm, collected, and positive under pressure**. This builds confidence and ensures your message is delivered effectively.

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STEP BY STEP:

4

UNDERSTAND THE MEDIA LANDSCAPE IN YOUR COUNTRY

- **Identify the media types**
 - Broadcast (Television and radio)
 - Print (Newspapers and magazines)
 - Digital (Online news and social media)
- **Research which outlets are most influential** and align with your message.
- **Make a list of target media outlets and specific journalists** who are already covering health-related or patient advocacy topics.⁵
- Consider **creating a media kit** with:
 - A fact sheet about your organisation and its mission
 - A brief overview of PID in your language
 - Patient stories that bring the issue to life
 - Contact information
 - Ensure it's ready in digital format for easy sharing and updating.

5

BE PERSISTENT AND ENGAGE REGULARLY

- **Stay in touch** with periodic updates.
- **Give them follow-ups** if you share news or concerns to be published.
- **Offer to be a resource for future stories.** Building relationships with media can help secure future coverage.

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STEP BY STEP:

6

REVIEW AND ADAPT

- Review **past media interactions** to identify what worked and what didn't.
- Seek **feedback from colleagues or mentors** to refine your approach.
- Continue **practicing and adapting your skills** - success in media engagement comes with persistence.

TIPS

- Speak in **everyday language**.
- Share **patient stories** to connect emotionally and make your message relatable.
- **Stay calm and positive**.
- **Adapt your tone and style depending on the platform** - more conversational for broadcast and social media, more detailed and data-driven for print.

