CHECKLIST

HOW DO JOURNALISTS WORK

- Journalists want to understand the topic, tell an interesting story and be recognised for bringing subjects to life for their audience.
- Journalists want to provide facts, figures and a credible opinion in order to put their story into context for the audience.

PLEASE CONSIDER:

1) **Journalists have rigid professional ethics** that must be taken into account when decisions on the importance or validity of a story must be made.

2) **The journalist's job is to write about you and others** – not to write for you.

3) **The journalist has the right to quote someone** who might agree or disagree with your opinion.

4) **Your message competes with a multitude of other news items** and journalists have to make difficult choices about what to cover.

5) **Choices are driven by newsworthiness** (timely, new and relevant) to their readers, listeners and viewers.

6) **The news you have to offer may be of interest to you but not necessarily to an objective outsider.**

MEDIA RELATIONS EFFORTS NEED TO BEGIN WITH CLEARLY ARTICULATED STATEMENTS AND ANSWER THE FOLLOWING FIVE "W'S" TO DEFINE THE STORY.

Who is central to the story?

What is the news you want to report? When answering this question think carefully about what you want this story to accomplish.

Why has it happened?

When did it happen?

What will the consequences be?

- A story must be new, or offer a new angle, in order to be considered news.
- Experts must offer reporters something new, a clear opinion and an additional insight, or they may not write the story or use that expert as a resource and look elsewhere to find the facts needed to write the story. In the worst case they may discount the story completely.

HOW DO JOURNALISTS WORK

HOW TO DEVELOP OR LOCALISE A PRESS RELEASE

HOW TO ENGAGE KEY SPEAKERS / CELEBRITIES

HOW TO PUT TOGETHER A CONTACT LIST

WHO YOU'RE TALKING TO

EXAMPLES OF PRESS RELEASES

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CHECKLIST

HOW TO DEVELOP OR LOCALISE A PRESS RELEASE

HOW TO DEVELOP A PRESS RELEASE

1) **Find an interesting news angle** e.g. new data, activities, important event etc.

2) **Define your target group** e.g. wire, trade or consumer journalist
➡ See checklist ***Who you're talking to***

3) **Develop contact list** ➡ See checklist ***How to produce a media list***

4) **Develop / write your press release and consider the following:**
   - Why the release is being written?
   - Who is the audience
   - Does the release contain invaluable or newsworthy information that will be used by target audience?
   - What do you want recipients to take away from the press release?

   Overall tone and structure
   - **Content:** ensure that the release is grammatically correct and doesn't contain any spelling mistakes, errors, and sources are quoted correctly.
   - **Concise:** keep it punchy and don't use unnecessary flowery language e.g. cutting- edge, revolutionary.
   - **Factual:** present the information for distribution that is true, correct.
   - **Objectivity:** virtually impossible to do, but refrain from using over hyped quotes from sources, as they will be presented as being too biased.
   - **Timing:** The press release may not be topical, but it may be possible to link the release with a more recent news event.

5) **Obtain approval of press release** by legal team, communications department, CEO or relevant decision maker within your organisation.

6) **Distribute press release** via email, mail or fax (as required by journalist)
➡ See checklist ***How to produce a media list***

HOW TO ADAPT OR LOCALISE A PRESS RELEASE

1) **Review press release** and decide if there is any need or interest group in your local market/ target group

2) **Define your media target group** e.g. wire, trade or consumer journalist
➡ See checklist ***Who you're talking to***

3) **Develop a contact list** ➡ See checklist ***How to produce a media list***

4) **Adapt the press release with local information** e.g. statements from local experts/celebrities or local data

5) **Obtain approval of your press release** by legal team, the communications department, CEO or relevant decision maker within your organisation.

6) **Distribute press release** via email, mail or fax (as required by individual journalist) ➡ See checklist ***How to produce a media list***



A PICTURE IS WORTH A THOUSAND WORDS

Take into consideration that a picture can increase interest around your story and therefore the likelihood of it being published.

Most wanted and appropriate images include:

- Prominent people: i.e. President, CEO, local expert (i.e. scientist) or celebrity.
- Graphics or illustrations: i.e. microscope picture of a cancer cell, graphs, pie charts etc.
- Images, which best describe your campaign i.e. "Cancer can be prevented", you could use images that represent a healthy diet, exercise, quitting smoking, physical exercise etc.

For more information on how to write the perfect press release visit:

http://www.journalism.co.uk/skills/how-to-write-the-perfect-press-release-for-journalists/s7/a535287/#before

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HOW TO ENGAGE KEY SPEAKERS / CELEBRITIES

Other than trade reporters, the media are usually not experts on the subjects they cover, which means they depend on their sources (the people they interview) and background research to build their story. Working with the media is about building relationships and establishing yourself as an expert in a given field by bringing credentials, experience and reliability to the story.

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THE MEDIA EXPECT EXPERTS TO PROVIDE:

1) **An educated perspective/ opinion on cancer i.e.:**
   - From the perspective of individual patients and others affected by cancer (i.e. family, carers etc)
   - Physicians (GPs and specialised Medics)
   - Policy influencers

2) **Relevant support for the information** i.e. studies, statistics, personal clinical experience.

3) **An explanation why something is happening or how something is working** in order for the general audience to understand the context.

THE MEDIA EXPECT CELEBRITIES:

4) **To be champions/advocates for the cause**

5) **To represent the interests of the cause** - i.e. patients, institutions etc.

INVOLVING KEY SPEAKERS AND CELEBRITIES REQUIRES DETAILED PLANNING

1) **Define your target audience** and then establish a clearly defined role for the expert/celebrity.

2) **Define the type of expert/celebrity to suit your cause and messages** (i.e. you don't want to engage a celebrity that smokes – for an anti-smoking campaign).

3) **Prepare detailed concept,** which includes key messages and activities related to the expert/celebrity involvement.

4) **Contact the expert/celebrity** and organise a time to present your concept.

5) **Discuss expert/celebrity fee** and setting in which the expert/celebrity will be available. Develop a consent form, which clarifies what you are allowed to do with the expert/celebrity materials (e.g. images & footage rights etc.)

6) **After the expert/celebrity has agreed to support the project/campaign** he/she needs to get essential key messages and guidance on how to deal with journalists

7) **If possible, organise regular meetings with the expert/celebrity** to build a solid relationship and keep track of their role in your project/campaign **targets.**

8) **Make sure you involve experts/celebrities into your approval processes. Experts/ celebrities will want to approve all their statements/quotes/ images etc.**

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HOW TO PUT TOGETHER A CONTACT LIST

It is important for a successful media campaign to produce a detailed contact list. Each press release should have a customised contact list, based on your target group.

Creating and administering a contact list is hard work. You need to update your list at least once a year so that your contact data are always up-to date. It is also important to select the journalist contacts with regard to their focus, e.g. medicine, science, economics, etc.

1) **Select a target group for your press release/subject** and the search relevant press services to create a list.

   Services:

   - www.vocus.com
   - www.prnewswire.com
   - http://www.mondotimes.com/topic/wire.html
     (this link provides a comprehensive list of global newswire services)

   If you can't afford a service, create your own list by researching your local newspapers, magazines, websites, television news stations etc.

2) **Check you have the correct person and all their relevant contact information** (i.e. phone number, email address, fax and postal address).

3) **Define how the journalist likes to receive press releases**
   i.e. as an email, fax, or letter.

4) **Modify contact list if & when necessary.**

5) **Regularly update your contact list.**

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WHO YOU'RE TALKING TO

The media landscape is very broad, and includes trade publications, daily newspapers, special interest magazines, websites, and radio and TV stations. Below are the general categories to consider.

WIRE JOURNALISTS

Newswires are based on an electronic news flow that allows these journalists to publish immediately on a breaking story. As such, newswires essentially set the scene of a story and serve as the basis for stories written by journalists from other types of media. With urgent news, it is critical to reach these reporters first due to their influence on the coverage that follows.

PRINT - CONSUMER JOURNALISTS

The consumer media generally have more time and ability to place a story into a wider context, requiring more background information and simpler language that a general consumer can understand. This journalist wants to empower the consumer to make choices based on the information provided or educate them enough to know where to seek additional information (e.g. a healthcare provider).

PRINT - TRADE JOURNALISTS

Trade journalists have acquired specific industry knowledge and are very well recognised by their target audience. Usually they are well informed and it is important not to underestimate them. Trade journalists relevant to medical news would include those that cover industries such as medicine, pharmaceuticals, payer/access, etc.

BROADCAST

The number of television and radio channels has grown rapidly and is continuing to proliferate. Broadcast news segments are usually very short therefore the story must be kept straight and simple. Some programmes are longer and may involve the opportunity for listeners to call in with comments or questions. Other shows will collect information and sound bites from several sources and put them together, contributing to a longer segment.

WEB PORTALS

In addition to independent news websites, all of these media outlets listed above will often have a corresponding website that will publish some, but not all, of the same news that appears in print, on television or radio.

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EXAMPLES OF PRESS RELEASES

EXAMPLE

UICC PRESS RELEASE FOR THE UN HIGH-LEVEL MEETING ON NON-COMMUNICABLE DISEASES (NCDS)

UICC APPLAUDS THE UN FOR RECOGNISING SCALE OF THE GLOBAL CANCER EPIDEMIC

GENEVA, Switzerland, 19 September 2011 - UICC applauds the UN for recognising scale of the global cancer epidemic during historic summit - nevertheless, member states' commitments fall short.

SHORT TEASER TO GRAB THE READER'S ATTENTION

Every month 600,000 people die of cancer, which with the right strategies, could otherwise be prevented or treated.

INCLUDE DATA/STATISTICS THAT WILL DRAW ATTENTION

In response to this situation and the epidemic of other non-communicable diseases (NCDs), the United Nations (UN) authorised a High-Level Meeting (HLM) to address the prevention and control of these diseases. The outcomes document generated by the HLM - known as a Political Declaration - is only the second of its kind to address a health issue on a global scale, the first being the outcomes document from the 2001 UN General Assembly Special Session on HIV/AIDS.

LINK TO A RECENT NEWS EVENT E.G. A NEW PUBLICATION, A GLOBAL MEETING, POLICY CHANGE ETC

UICC, on behalf of its member organisations, strongly supports the call for global plans for the prevention and control of NCDs, and welcomes cancer specific commitments to:

- Give greater priority to early detection, screening and diagnosis of NCDs including cancer screening programmes (particularly breast and cervical cancer)
- Increase access to Hepatitis B and HPV vaccines as part of national immunisation programmes to prevent infection-related cancers.

"Whilst specific targets to reduce deaths from NCDs may not have been achieved at the HLM, there is much to be encouraged by", commented Cary Adams, CEO of the Union for International Cancer Control (UICC). *"More work is now needed to convince governments to commit to reducing avoidable deaths from NCDs by 25% by 2025 - a target that the World Health Organization (WHO) believes is achievable."*

QUOTE FROM A PROMINENT PERSON E.G. CEO, PRESIDENT

Now that the direction of the UN Political Declaration is known, UICC is committed to working with Governments, WHO, UN Agencies, civil society and other stakeholders to implement the Declaration's commitments. UICC will continue to advocate for additional measures to ensure the global cancer burden is reduced.

The Political Declaration of the UN High-Level Meeting on NCDs is now an important campaigning tool for the global cancer community. UICC will use it to scale-up its advocacy campaign and support its member organisations to lobby governments to meet and implement commitments to reduce the overall impact of the global cancer burden.

"The process of addressing NCDs globally has been set in motion in the most powerful way, said Mr Adams "*UICC is serious about holding the UN and the world's governments' accountable*".

UICC and its members will begin the next phase of their advocacy campaign at the World Cancer Leaders' Summit in Dublin in November where a response to the UN HLM will be outlined in detail.

Notes to editors

The Union for International Cancer Control (UICC) has been working to achieve its primary objective of securing an outcomes document from the UN HLM which supports the long term delivery of the 11 targets contained in the World Cancer Declaration.

Additionally, as a founding member of the NCD Alliance, UICC has been at the forefront of the civil society campaign to put NCDs on the global political agenda.

About UICC

UICC is a membership organisation that exists to help the global health community accelerate the fight against cancer.

Founded in 1933 and based in Geneva, UICC's growing membership of over 460 organisations across 120 countries, features the world's major cancer societies, ministries of health, research institutes, treatment centres and patient groups. Together with its members, the World Health Organization, World Economic Forum and other key partners, UICC is tackling the growing cancer crisis on a global scale.

It has responsibility for the World Cancer Declaration, World Cancer Day, the World Cancer Congress and the World Cancer Leaders' Summit. Additionally, it is a founding member of the NCD Alliance, a global civil society network that now represents almost 2000 NCD organisations in 170 countries.

Media contacts

For more information please contact xxxxx
Email: xxxxx
Telephone xxxxx

USE THE "NOTES" SECTION TO INCLUDE ANY ADDITIONAL INFORMATION THAT DOESN'T NEED TO APPEAR IN THE MAIN TEXT E.G. YOUR ORGANISATION'S DETAILS AND CONTACT INFORMATION