



## Checklist

# Media Relations

## Plan

- Read up on pain issues and be familiar with your local media.
- Visit pain advocacy organizations' websites and news rooms to stay current with the latest pain news.
- Think about your personal pain story and what information you would like to share.

## Do

- Develop your targeted media list.
- Write your bio and pitch.
- If you are working on a local event, develop your press release and other supporting materials.

## Check

- Check in with your employer (particularly if you work for a hospital, health system or university) to see if they have a public relations, public affairs or marketing department that you can tap into.
- If you belong to a professional or consumer pain advocacy organization, be sure to let them know what you would like to do – they may be able to help!

# Act

- Distribute your email pitches to targeted reporters.
- Call to follow up and pitch your story.
- Keep track of feedback and interview requests.
- If a reporter expresses interest in your story, be responsive, be prepared and BE AVAILABLE!
- Don't get discouraged – reporters are inundated with requests to cover stories; be ready and available for when the time comes.

# And remember a few DON'Ts

- Don't respond to a question "off the record," or ask that information provided be kept off the record.
- Don't tell a reporter after the fact that you don't want the story to run/air (e.g., "kill the story").
- Don't place demands on the reporter (e.g., that the story is a certain length, that you can review the article before it goes to print).
- Don't get discouraged – sometimes raising awareness through media takes a long time!