

## Conduct a Media Campaign

The internet has boundless materials available. Here is an example of some things you might find available:

The National Diabetes Education Program's *One call, One Click* information program <http://www.ndep.nih.gov/campaigns/tools.htm#psaPrint> has useful print ads, radio public service announcements, and television ads. Take a look; these might be useful in your community. At this location, you can find useful fact sheets to distribute at public places or share with patients or family members.

### **Here are some tips they suggest for use when working with the public media:**

- Determine who your target audience will be. Learn which local media outlets reach that audience and would be most receptive to and interested in your story.
- Develop a list of contacts at local media outlets and keep it current. Include local religious organizations, hospitals, community service groups, and sports leagues. Let them know that you are available, what your role is, what kind of information you can provide, and how to contact you.
- Identify the procedures for getting event information into newspaper and calendar listings.
- Watch for national or local events related to your topic and use them to create a story with a local angle.
- Develop a newsworthy story idea! Make sure it is current and accurate and includes audience appeal. Here are some examples:
  - Results for a state or local diabetes study
  - "Local Celebrity" who is living successfully with diabetes
  - Local residents who have overcome obstacles to control diabetes
  - Special diabetes-related event or guest speaker
- Be prepared to speak with reporters and editors about your topic and all current events related to it. Be concise, accurate, and honest.
- Find out whether your local media outlets accept public service announcements (PSAs) and send the NDEP's PSAs. Be sure to add your organization's logo.

**Most important, be professional, friendly, and creative!**