

**KIDNEY
HEALTH**
FOR EVERYONE
EVERYWHERE



World Kidney Day
is a joint initiative of



International Federation
of Kidney Foundations

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A guide to working with the media

Working with the media, which includes newspapers, magazines, radio, TV and news websites, is an extremely effective way of raising awareness of kidney disease as part of any World Kidney Day activities you are planning.

If you wish to approach the media to encourage them to report on the event you are organising, or just to help raise awareness of kidney issues on this important day, here is some information to help you get noticed.

The media

Their aim is to fill their papers or airtime with interesting news stories. That's where you come into it. Get to know who your local media are, introduce yourself, find out their deadlines and press day. Most journalists prefer to be contacted by email, but don't be afraid to get in touch with your local journalists to check if they've heard about your event.

Contact 'What's On' guides in your area to ask if they'll add your event to their guide.

What do you want the publicity to achieve?

- Raise awareness
- Promote your local renal unit or an event
- Change attitudes
- Inform
- Recruit funders or donors

What the media wants?

All media outlets have objectives – and they may be different to yours. While they acknowledge that they have a role in keeping the public informed, their main objective is to gain readers/listeners/viewers, therefore, they will seek to tell your story in a newsworthy way and this may mean a rather different interpretation than you envisaged.

Remember that the final editorial control lies with them. They may tell your story in a different interpretation than your own, if they use it at all.

World Kidney Day in the UK is led by
the Kidney Charities Together Group



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What makes news?

There is no simple answer because different people make the decision on what is covered with different judgements on different days. The main question the editor asks is 'will this be of interest to the public at large/our audience?' If the answer is 'no' they will not cover the story. Does it break the 'so what' barrier? News can be anything, but particularly the unusual or the unexpected. News value increases if the story evokes some sort of emotion, something people can relate to or a human-interest story.

In the World Kidney Day support pack, we include a sample media release which you might wish to adapt and use to promote your event. We have suggested you could include the name of the main person involved – a kidney patient perhaps – and also add in a quote from your local kidney doctor/nephrologist. It's essential you get their permission before you go ahead though.

So how can you encourage the media to cover your activities?

A picture can tell 1,000 words.

Pictures are often more effective than words. People 'doing' things are more interesting than presentations. Radio stations paint pictures with sound. For example, a swimming event is brought alive by splashing sounds in the background and walkers scrunching on gravel.

An easy life

Journalists like their lives to be made simple for them. Give them a good idea with clear, well written, concise information and suggest a photo opportunity.

A quick response

Journalists work to timetables, which are far different to those you may be used to. Their deadlines are measured in hours and minutes – sometimes just minutes! If you receive follow up calls on news releases or they ring to arrange a photograph you must work to the journalist's deadline otherwise you may miss the opportunity.

And finally... the most vital ingredient for success is ENTHUSIASM!

If you have any success with securing media coverage for your activities, we'd love to hear about it. Do let us know! Please email: info@worldkidneyday.co.uk

Good luck.