

Media 101: Tips and Tricks to Effectively Tell Your Story and Educate About Alopecia Areata



August 8, 2024

WALK FOR ALOPECIA
National Alopecia Areata Foundation



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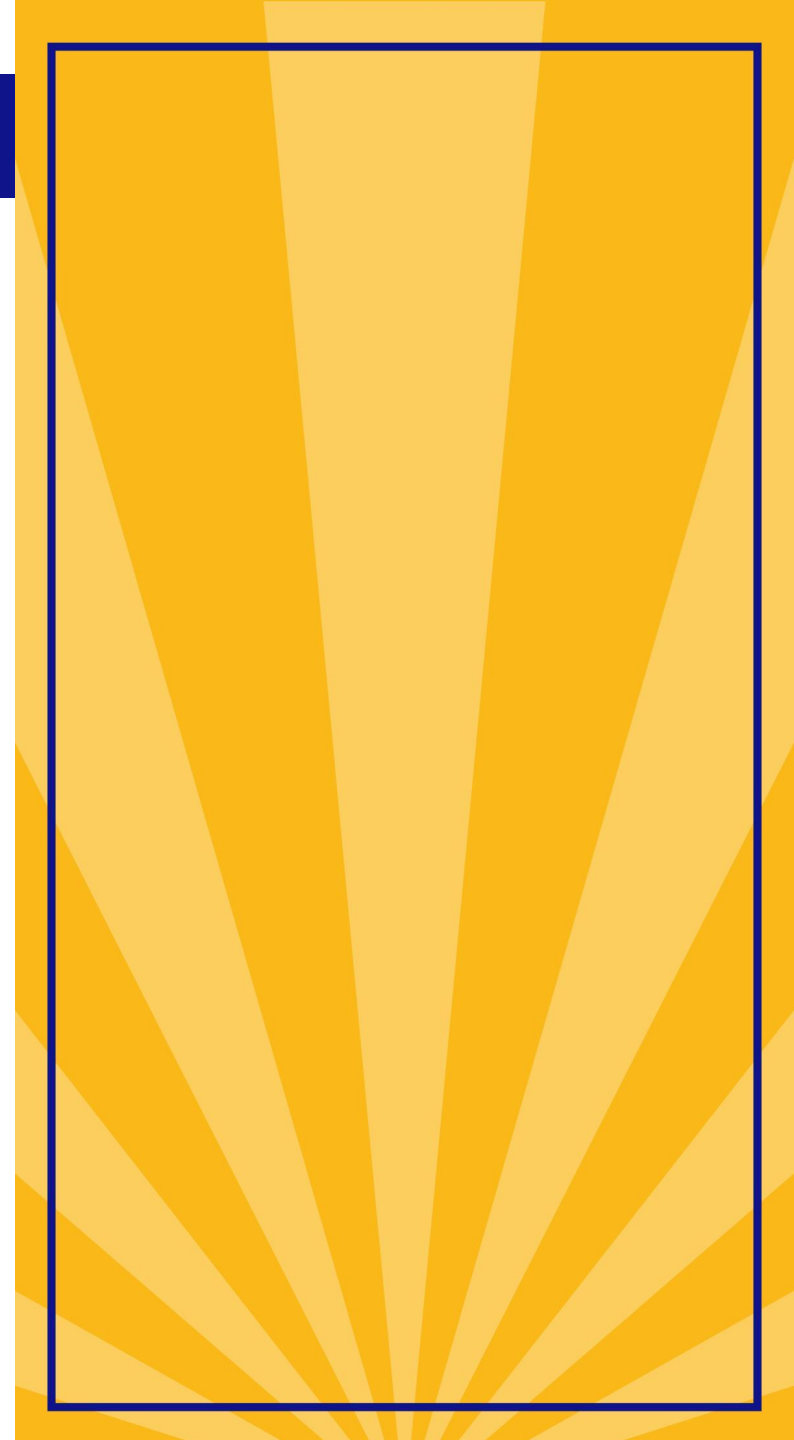
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What We Will Learn Today

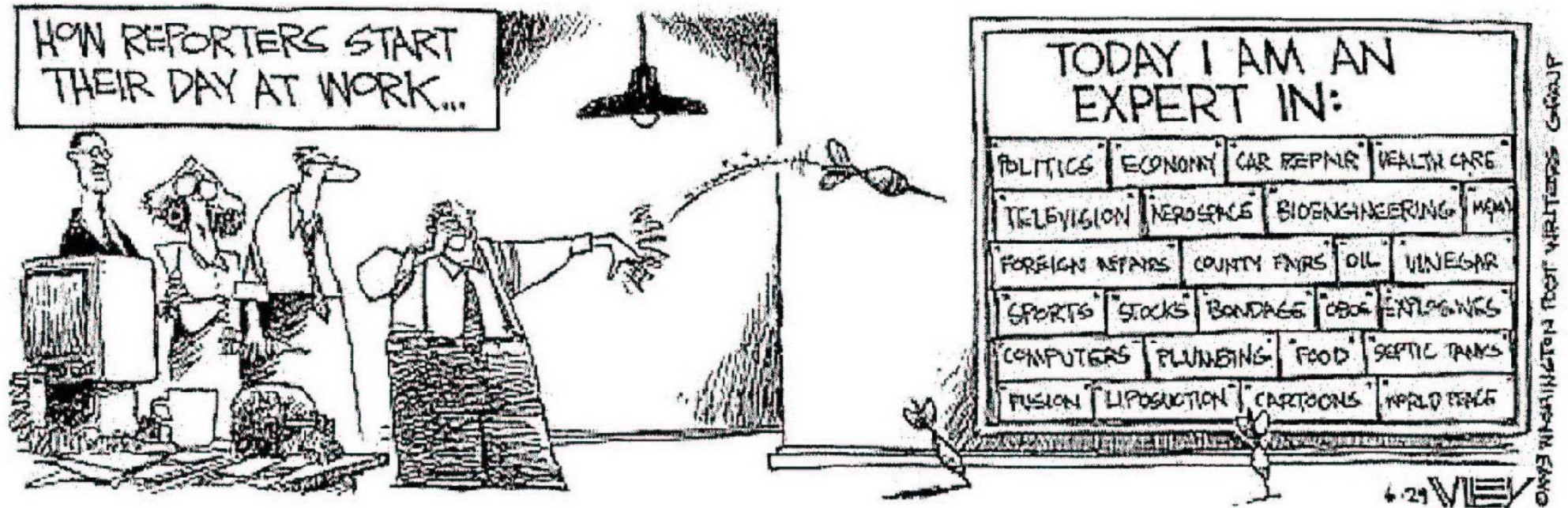
- Understanding media relations
- General media relations techniques
- Who and how to target reporters
- Template materials for media relations/outreach



Understanding Media Relations



The Life of a Reporter



Fundamentals for Effective Media Relations

1

Identifying a clear media relations goal

2

Determining how and where we want story told

3

Offering strong news hook and assets to tell our story

Putting it Into Practice

1

Identifying a clear media relations goal

Secure media coverage to raise awareness of alopecia areata and funds for Walk for Alopecia

2

Determining how and where we want story told

Broadcast and print local media stories that focus on disease awareness, human interest stories, and unmet needs

3

Offering strong news hook and assets to tell our story

Local spokespeople (local walk leads, patient/families, dermatologist); local walk event information; stats/facts/figures (NAAF.org)

Time, Tracking and Follow-Up

- Dedicated time and effort for reporter research and outreach
- Keep track of who you are outreaching to, responses, lack of responses
- Follow-up will be necessary, but 1-2 rounds of follow-up will suffice
- Don't be discouraged – media are very busy and get 100s of pitches daily

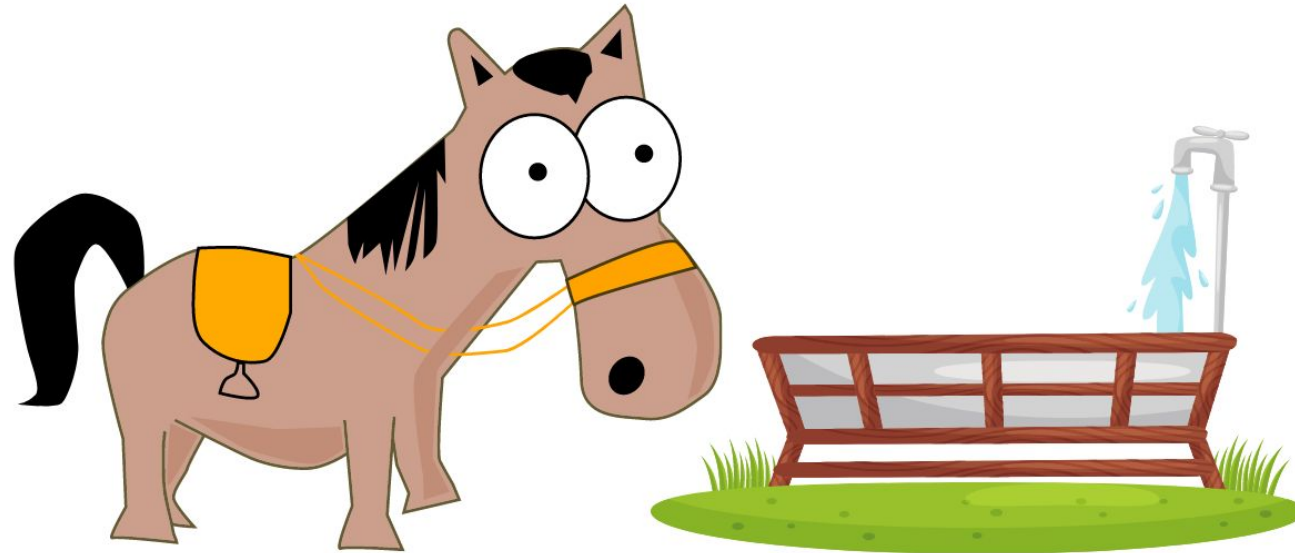


Explore Low Hanging Fruit

- Do you have anyone in your network who is a reporter?
- Anyone in your network have connections to reporters/media outlets?
- Do you know of any local reporters with a personal connection/interest in alopecia?



**YOU CAN LEAD A HORSE
TO WATER, BUT YOU
CAN'T MAKE IT DRINK**



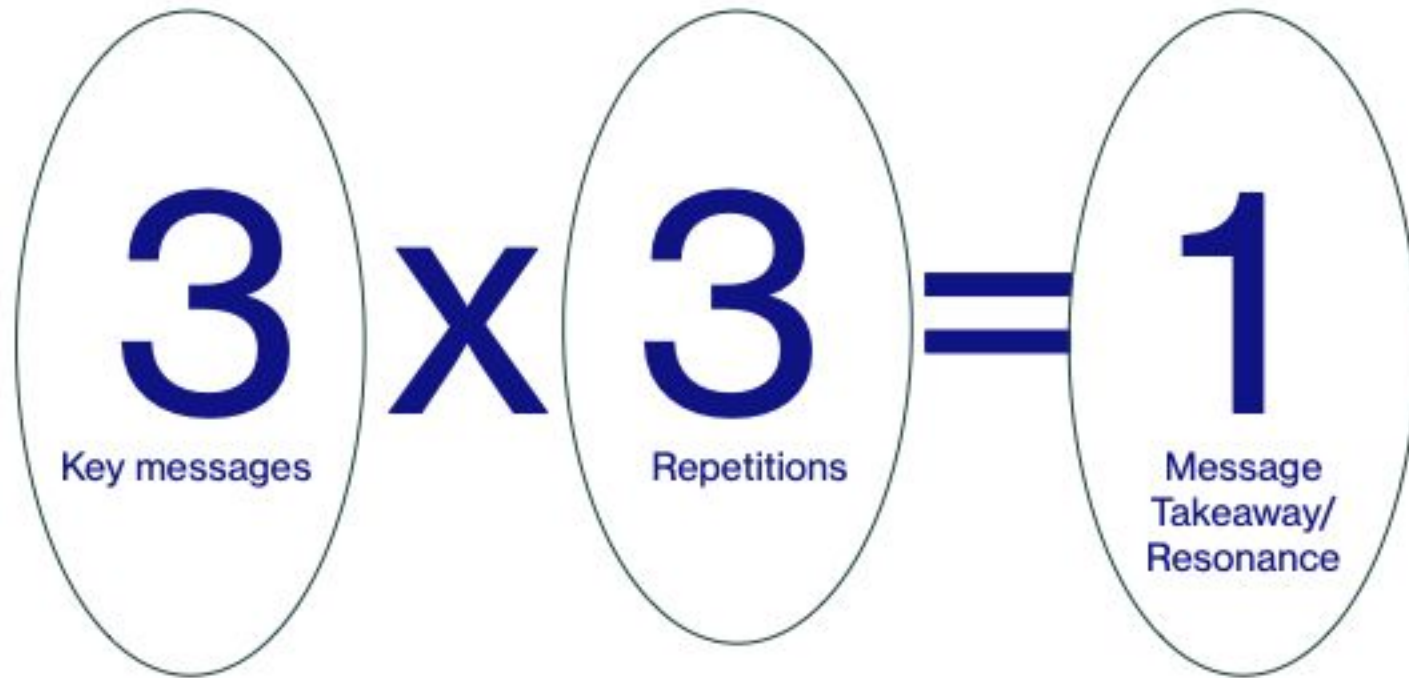
General Media Relations Techniques



Fundamentals for Communicating Key Messages



The Rule of 3: 3 Messages Repeated



- September is AA month a time to educate about this autoimmune disease that impacts 7M people across the U.S.
- Unmet need persists in alopecia despite the progress that has been made. The burden of alopecia is beyond hair loss. It's not just hair.
- Join us for XX Walk for Alopecia and raise funds to help drive research and support for the community as broad public education initiatives

Media Outreach 101

- Targeted media list
- Media pitch – short, compelling, to the point
- Spokespeople and assets to help tell story
- Preparedness – ask reporter for questions in advance of interviews (no guarantee), practice key messages and repetition out loud
- Check story for inaccuracies – catch and correct
- Thank reporter for story/interview – build and sustain relationship



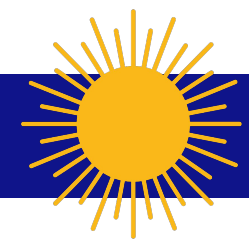
Types of Outreach to Consider

Community Event
Listing/Public Service
Announcement

Event Media Advisory

Media Story Pitch

Press Release



Media Interviewing 101

The Rule of 3
(3 x 3 = 1)

Speak Slowly and Clearly

Non-Verbal Communication

Zoom Interviews: Lighting,
Background, Eye Contact in
Camera, Background Noise,
Strong WIFI Connection

TV Interviews: Clothing
Choices (not too busy, not
too bright)

Phone Interviews: Quiet
Background, Secure Phone
Line



Bridging and Flagging



If reporter goes off topic, bridge back to topic by using phrases:

“What’s important to note is...”

“Let me put that into perspective...”

“What this really means is...”



Use verbal flagging phrases to reinforce messages:

“The important point is...”

“Just to reiterate...”

Who and How to Target Reporters

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Local Media Targets



- Local news stations (radio, tv, online)
- Local community press
- Local daily newspapers (print and online)



Who and How to Target?

WHO:

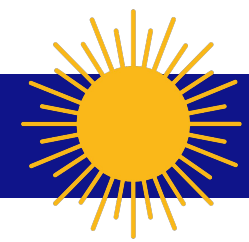
- Health/medical reporters
- City/events reporters
- News desks
- Photo/assignment desks
- Community events and PSA
- Weekend desks

HOW:

- Short email pitch with compelling subject line
- DM on social media
- Follow-ups (email, DM, phone message)

Template Materials





Toolkit Coming Next Week!

- Template toolkit materials
 - Community event listing/PSA
 - Event media advisory
 - Pitch email
 - Spokesperson bio guidance
- Spokespeople:
 - If media would like to speak with NAAF, we can help arrange this
- Additional support and guidance – reach out to walk@naaf.org and we will respond ASAP



Walk For Alopecia Media Available



Aziza Shuler PSA (:15)

<https://www.youtube.com/watch?v=FkD6i5Xlb6U>



Molly Tuttle Walk Kickoff (:49)

https://www.youtube.com/shorts/rvHL_bSGPng



Why I Walk Hype Video (1:00)

<https://www.youtube.com/watch?v=nZJEsatWH48>



2023 Media Highlight Reel (4:01)

https://www.youtube.com/watch?v=Xd_cBX5Hlyg

Thank YOU!

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