



Embracing
Intersectionality
for Health Equity
& Justice

WORKING WITH MEDIA

PREPERATIONS

- Think about what you would like to create media attention for: Your expertise? A specific programme? An advocacy goal? A publication? Et cetera. This helps you decide on which media outlets you want to focus on.
- Map the (inter)national media outlets that are relevant for your organization and your objectives; identify the journalists/editors working on your topics
- Map (inter)national relevant thematic or target group-oriented media to connect with (e.g. specialized magazines); identify journalists/editors working for these media.
- Set up and maintain a list of media contacts.

BUILD RELATIONSHIPS

- Try to connect to these journalists, e.g. through social media.
- When you reach out to these journalists, via email or social media, have a short introduction ready about your organization and your expertise and how this is relevant to their audiences. You could try to invite them for an introduction meeting or to attend an event you are organizing.
- Update these journalists on relevant expertise and news of your organization – but avoid ‘spamming’ them.
- Once you have relations, also ask journalists what they are interested in. What could you “bring them” that is of their interest?

SEND OUT A PRESS RELEASE OR OP-ED

Writing a press release (see the template)

- You send out a press release when you think that an upcoming event or new publication by your organization might be newsworthy.
- Be sure to attract the attention of the journalist.
- A press release is generally send out widely to different media (so not only to close media contacts).
- You can also send press releases separately to close media contacts with a personal email.

Writing opinion articles

- Look at your overview of media outlets, and identify the ones that publish op-eds.

Continuously identify opportunities for writing an op-ed within the focus topics / expertise of your organization. Media might be especially interested if you can link to current developments that media write about a lot, giving your expert opinion, or if you highlight an opinion that is not so common.