

Traditional Media Best Practices

Media relations is particularly important for increasing awareness, building a positive reputation and becoming a thought leader locally.

As an electrophysiologist or hospital, it's important to spread awareness of AFib to your local community and media is an avenue that reaches this audience at large. This document will help you in preparing to reach out to media locally.



Getting Started

Finding Reporters

- Use the Internet to find local broadcast and print publications that you want to target
- Each outlet's website should have a contact page that lists editors or reporters with specific coverage topics (i.e. healthcare)
 - If the outlet does NOT have a contact page you can look at previous coverage of related topics from that outlet to see who wrote the article
 - If you're still having trouble finding a specific contact, each outlet should have a generic inbox email that you can send news/pitches
- Start a list of reporters in your area, logging whenever you reach out to them for media opportunities

Building Relationships

- Take stock of current reporter relationships and create a tailored plan of action to build/boost
- Plan of action should include a list of reporters with whom you already have relationships, as well as those you want to build a relationship with
- Plan regular touch bases with each reporter to:
 - Help reinforce disease education
 - Gauge health topics of interest including cardiology
 - Increase likelihood of being contacted about AFib-related stories
- Follow reporters on Twitter/LinkedIn to glean insights into what interests them

Outreach Best Practices

- Customize media pitch based on relationships
- Never blast email – hyper targeted media outreach is key in today's current news environment
- Follow up, as possible, with a personal call to reporters that you reach out to
- Meet media where they are versus asking them to come to you

Interview Preparation

- Memorize 2-3 key messages, with a few proof points under each that you will share with the reporter verbally
- Utilize key messages – repeat and emphasize the few key points that are most important
- Share clinical insights with the media to showcase how catheter ablation is resulting in better results for patients
- Stay on point – don't share information that's not relevant
- Tell your own personal story proactively—and where possible bridge back to core messages.
- Use layman's language so the information can be easily understood. Avoid using EP jargon.
- Anticipate hard questions and be prepared to answer but make sure to say what you came there to say
- Once you've finished delivering your messages, open up for questions



Helpful Examples of Bridging & Takeaway Language

Bridging Examples

- “I am not the authority/expert on that topic, but what I can tell you is...”
- “What’s important to remember is ...”
- “That speaks to a bigger point...”
- “Before I answer that, let me just say...”
- “That is an understandable / common misconception, but the reality is...”



Additional Tips

Reporter who is throwing multiple questions at you:

- Pick the question you like most and address that one
- “You are clearly interested in knowing more about x, so let me address that...”

Reporter who is unclear/confusing:

- Ask them to restate the question

Key Take-Away Phrases

- “The essential point to remember is...”
- “The most exciting thing about this new approval is...”
- “When you focus on...”
- “What this boils down to is...”
- “The bottom line is...”

Remember to stick to your point:

- Stick to your agenda - don’t be fixated by questions
- Move quickly, credibly to message - focus on transition

Assert the positive - Don’t repeat inflammatory language [avoid the negative sound bite]

- Wrong: “No, we’re not robbing old ladies...”
- Right: “Actually, we’ve helped many people...”

