

# Working with the Media

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# Goals of the Day of Epilepsy

- Inform the public
- Increase understanding
- Reduce prejudices
- Improve quality of life

# **Main Points for the Day of Epilepsy**

- Specific theme
- Include public figures
- Spark the interest of the media
- Reminder

# Elements of the Media Campaign

- Personal contacts by letter and/or telephone
- Press packet
- Press releases
- Interviews or articles by volunteers
- Letters to the editor
- Events calendar
- Advertisement

# Media Response

	2002	2003
<b>Total Media</b>	<b>99</b>	<b>54</b>
<b>Our press releases</b>	<b>24</b>	<b>10</b>
<b>Articles based on our publications</b>	<b>15</b>	<b>--</b>
<b>Independent articles</b>	<b>43</b>	<b>50</b>
<b>Letters to the editor</b>	<b>17</b>	<b>6</b>
<b>Radio</b>	<b>4</b>	<b>2</b>
<b>Television</b>	<b>1</b>	<b>4</b>

# Some Advice

- Do not hesitate to contact journalist.
- Be friendly and clearly formulate information.
- Use the experience and network of partner organizations.
- Stay confident when the inevitable setbacks arrive.