



WORLD THROMBOSIS DAY
13 OCTOBER

HOW TO GUIDE

WORKING WITH THE MEDIA

to build awareness of thrombosis



Connect with journalists

Unlock the potential of media engagement to elevate thrombosis awareness. By crafting impactful patient narratives and creating connections with local journalists, partners can magnify the reach of their message.

In this guide, we will explore effective strategies for collaborating with the media, empowering you to amplify awareness and drive positive change for the WTD campaign and our mission.

The importance of working with the media:

- Expand reach
- Enhance credibility
- Drive action
- Generate awareness
- Motivate others / build community



Campaign Resources

• Pitch email

Personalize this email to introduce the WTD campaign and your local event/activity.

• Media alert

Customize this advisory to provide journalists with essential information about your event, sent out 5-7 days before the activity.

• News release

Tailor the WTD news release with details about your event, activity or featuring a local patient or survivor.

• Talking points

Equip your experts with key messages about WTD and incorporate relevant local statistics or information.



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Getting Started



- **Develop a compelling story:**

Write a story for WTD that blends personal anecdotes, impactful statistics and the urgency of raising awareness of thrombosis.

- **Research local media:**

Identify local newspapers, radio stations, TV channels and online publications that are relevant to your audience and have a history of covering health topics.

- **Personalize your pitch:**

Tailor your WTD pitch email to each media outlet, emphasizing local relevance and connections to engage their interest.

- **Include data and statistics:**

Incorporate compelling statistics on thrombosis, risk factors and prevention strategies to add credibility and emphasize the importance of raising awareness.

- **Offer expert insights:**

Provide access to medical professionals, survivors and/or advocates who can offer expert commentary and personal experiences related to thrombosis.

- **Follow up persistently but respectfully:**

Follow up with media contacts to reinforce the importance of your pitch. Be persistent but respectful of their time and priorities.

Need an expert?

The WTD campaign team is here to help. Contact Melissa DiMercurio, ISTH Media Manager, with any questions.