**FAIR FOR RARE NZ CAMPAIGN - MEDIA TIPS**

Overview

There will be a fluid situation as to how articles will be generated/pitched as part of the Fair for Rare NZ campaign. This will be a mixture of Rare Disorders NZ developing stories itself alongside our organisation helping to foster/coach support groups to come forward and share their own stories with journalists.

An overriding objective is a consistency of messaging/style/theme in the material being generated as well as a positive rather than negative tone.

Specific coaching points to raise with potential media spokespeople:

* have the key points of your personal story front of mind ahead of any discussion/interview – it is acceptable to be prepped with notes, but equally do not solely read from a sheet for the sake of authenticity
* please ensure you are abreast of the key messages of the Fair for Rare NZ campaign so you can thread those into the conversation and provide informed comment in response to further queries
* rehearse what you are going to say
* ensure you speak confidently and resolutely – while it is of course appropriate to show genuine emotion
* be prepared for potential questions that you might be asked – Rare Disorders NZ can provide specific assistance in this regard upon reviewing the details of any proposed story
* seek to take a positive, forward-looking tone on what you/we are seeking to achieve – eg. as opposed to “we receive no recognition from the Government, our people are suffering”, “with positive Government recognition and support, we can significantly improve the wellbeing of those living with a rare disorder in New Zealand”
* be prepared to draw the line on particular questions that you feel are a personal intrusion or intrude on the privacy of others
* enquire when/how the interview will appear – and if you have any right of review prior to publication
* once published, send the article to Rare Disorders NZ to share with the wider rare disorder community

Please contact Amy at RDNZ (04) 385 1119 or amy.watson@raredisorders.org.nz if you need any further support or information.