

APPROACHING THE MEDIA

These guidelines will help as you approach the media to secure coverage on Celiac Awareness Month.

LOCAL NEWSPAPERS

Regional newspapers are always interested in good, exciting, local stories. To achieve coverage in local press you can either interest them in covering an 'event' or increase awareness through a local case study.

Remember, the press like good photo opportunities so choose your event or subject wisely in order to secure the best coverage. Children make good pictures, but check with their parents first! Send your press release with details of your event or subject and a fact sheet to all local newspapers, addressed to the news editor.

When using the general press release template (p. 13) change the wording to add your own local information. Send with a fact sheet to either the editor or features editor with a cover letter offering someone as a case study. Give interesting information on your case study in the letter.

If at any time the media wants more detailed information on celiac disease or dermatitis herpetiformis than you are able to give, please refer the media to the CSA office, (toll free) 877-CSA-4-CSA, www.csaceliacs.org, or email CSA at celiacs@csaceliacs.org.

LOCAL TELEVISION, RADIO AND CABLE

Use the same rules as suggested for local newspaper. Do some prior research. Contact the television or radio stations by writing to the Producer of the program you think would be the best fit with either your event or awareness story. If it is an event you wish to promote, you can also send your information to the news editor for possible inclusion in their local news. In all cases, offer yourself or a representative as a possibility for an interview.

If you know a doctor or dietitian who has a special interest in celiac disease, perhaps he/she would participate in interviews and volunteer as a possible spokesperson. Some members of the Celiac Sprue Association Medical Advisory Board have also offered to speak for Celiac Awareness Month.

NOTES AND HINTS FOR APPROACHING THE MEDIA:

- Verify that it is acceptable to send press information and photos via e-mail BEFORE sending anything.
- Always ensure you have your contact telephone number on any press release.
- Once you have sent the release, it is wise to call and check that it has been received. This also gives you an excuse to discuss your story and sell it.
- Invite the media to your event and ask them to bring a photographer/camera crew, radio news reporter etc.
- Choose a case study who is positive – someone with an interesting job, or someone who travels extensively or a mom/dad with celiac children. For newspapers, choose someone who will make a good picture.
- Use your Q&A's (p. 21-22) to help with any press quotes/interviews.
- Share the Q&A's with your interviewee to ensure a cohesive message.
- Talk about the support that the Celiac Sprue Association offers. Remember, "You are CSA!"
- Have Celiac Sprue Association helpline phone number available (toll free) 877-CSA-4-CSA and give it out to the media. Alternatively, refer people to the website www.csaceliacs.org.
- Mention *The CSA Gluten-Free Product Listing* and give details of how to purchase it.
- Finally, if you do get media coverage, share it with the national office and the rest of the membership!

HOW TO WRITE A PRESS RELEASE

- Use the examples below in this packet to guide you.
- Basic rules for a press release are:
 - Keep it short and concise and communicate clearly.
 - Give it a snappy title to catch media attention.
 - The release should always include: 'who', 'what', 'where', 'when', 'why' and 'how'. This information should be in the first paragraph.
 - Put in a quote from the organizer, as it makes the story more local and human and adds a finishing touch.
 - Offer an opportunity for a reporter, photographer etc to attend your event.
 - Include opportunities to talk to case studies if appropriate.
 - Always include a contact phone number.
 - Print the release on official stationary of your Celiac Sprue Association chapter.
 - Include a fact sheet (p. 20) with each press release

GENERAL PRESS RELEASE TEMPLATE

Local press contact:

Date:

Tel:

E-mail:

Website:

[Details of local activity/body of press release]

Volunteers in [town/city] are [doing what? ex. working with local schools to provide gluten free meals] as part of Celiac Sprue Association® (CSA) "2.5 Born Every Minute" campaign to promote Celiac Disease Awareness. Brochures on celiac disease [and other literature?] giving information about the disease will be displayed in clinics and libraries in the [town/city].

It is estimated that 1 in 130 people – men, women and children – have celiac disease. Celiac disease is an immune mediated response to gluten, significantly reducing the body's ability to absorb nutrients. The 2009 Celiac Disease Awareness Month Theme refers to the fact that 30% of the United States population is genetically predisposed to carry celiac genetic markers¹. Using this formula, it can be calculated that every minute approximately 2.5 children are born carrying this genetic predisposition. This staggering statistic succinctly displays the ever increasing need to promote awareness of celiac disease and strengthens the resolve of CSA to provide information regarding education, awareness and research for our membership and individuals dealing with celiac disease.

Five out of six people with the disease have yet to be diagnosed by their physician, and are unnecessarily suffering uncomfortable and sometimes embarrassing symptoms including bloating, diarrhea, weight loss, mouth ulcers, fatigue, or anemia. If undiagnosed, the disease can lead to more serious illnesses such as osteoporosis and intestinal cancer. Once diagnosed, a diet free of wheat, barley, rye and oats will alleviate the symptoms, usually within weeks, and will help prevent the onset of related illnesses.

[Spokesperson] says: "We are concerned that so many people in [town/city] could be undiagnosed, as celiac disease has a massive impact on daily life if you don't know you have it. Our campaign's aims are to get people talking about celiac disease, with the hope of getting people diagnosed more quickly than in the past."

People living in [town/city] can support the campaign by:

- Taking part in any local events
- Writing to [insert name of governmental representative] asking the government to raise public awareness of this disease and promote measures to aid in the diagnosis of celiac disease.

Please visit the CSA website at www.csaceliacs.org or call toll free 877-CSA-4-CSA for more information about the "2.5 Born Every Minute" campaign.

ENDS – Additional Information for editor's use only.

Notes to Editors

- Celiac disease is caused by an immune mediated reaction to gluten, a protein found in wheat, barley, rye and oats, yet it can be treated very successfully by excluding from the diet foods with these grains. The disease can lead to far more serious conditions such as osteoporosis, infertility and gastrointestinal cancer if left untreated. The symptoms are very individualized, but can include tiredness, anemia, diarrhea, abdominal discomfort, weight loss, vomiting, and mouth ulcers. Celiac disease in children can result in stunted growth and has a significant impact on a child's overall development.
- Newly diagnosed people are joining CSA every month. Members receive up-to-date materials, quarterly newsletters, opportunities to network in local chapters and at national conferences, and donate to research projects related to celiac disease.

For further information please contact [insert details]

Quotes You Can Use From the National CSA Officers and Executive Director

According to Bill Eyl, CSA President, "CSA is the largest member-based nonprofit celiac disease organization in the United States, with over 9,000 members dedicated to helping individuals with celiac disease and dermatitis herpetiformis through research, support, and education."

Jean Guest, CSA's Dietitian Advisor, states, "Clients should develop and implement a diet that is free of wheat, barley, rye and oats (WBRO-Free) as well as utilizing evidence-based resources such as the Celiac Sprue Association."

CSA Executive Director, Mary Schluckebier says, "It is important to become familiar with the places gluten 'hides' and be comfortable with informing family about the requirements of the 'WBRO-Free' lifestyle."

"The motto of the Celiac Sprue Association (CSA) is "Celiacs Helping Celiacs". CSA has over 125 local CSA Chapters and Resource Units across the United States to assist anyone with concerns and requests," according to Diane Eve Paley, Affiliated American CSA (AACSA) Foundation President.

SAMPLE AWARENESS MONTH RADIO PUBLIC SERVICE ANNOUNCEMENTS

A Possible Script for a Half-Minute Public Service Announcement (approx. 30 seconds)

Wait a second. . . In that second 2.5 more children were born in the United States with a genetic predisposition for celiac disease. October is celebrated as national Celiac Disease Awareness month. Find out more about celiac disease by contacting the Celiac Sprue Association toll-free at 1-877-CSA-4-CSA or visiting their website www.csaceliacs.org. Don't wait another second.

A Possible Script for a One Minute Public Service Announcement (approx. 60 seconds)

Got symptoms? Fatigue, weakness, anemia, abdominal cramping, bloating, diarrhea—It could be celiac disease. This lifelong autoimmune condition affects 1 out of every 130 people in the United States. To find out more about celiac disease call the Celiac Sprue Association toll free at 1-877-CSA-4-CSA and a friendly voice will provide up-to-date information on diagnosis and treatment with a gluten-free diet. Don't delay, call today or visit the Celiac Sprue Association website www.csaceliacs.org. You could soon be symptom-free.

A disc of radio public service announcements, complete with background music, is available for distribution to radio stations and promotional use at no charge. To obtain a copy of the promotional disc, contact the CSA office.

AWARENESS MONTH TELEVISION PUBLIC SERVICE ANNOUNCEMENT

A DVD of a 30-second television public service announcement featuring Gary Powers, CSA Past President, is also available from the CSA office. Contact the CSA office to arrange delivery.

RADIO PRESENTATION AVAILABLE "GUT REACTION"

The Celiac Sprue Association is happy to offer the radio broadcast, "Gut Reaction-The Human Face of Celiac Disease", which was funded by member donations through the CSA Peer Review Research Grant Program in 2004.. The broadcast is available in both one hour and half-hour segments. This professional presentation, by Richard Paul, with music by Lenny Williams, presents the issues individuals face with celiac disease. It is presented through personal testimony and interviews. To obtain a copy of the disc to be broadcast in your area, contact the CSA office at 877-CSA-4-CSA. The disc is free of charge.

PHOTO TIPS

If you've been unable to get the press to your event, you might be able to send them your own photos and get them published if it meets their standards. Here are some tips for taking the perfect photo:

Composition: A little care before pressing the button can ensure a good photo. Zoom in on a group of people in a shot. Stage a photo in an interesting way – but don't photograph up people's nostrils or below their chin, as it's very unflattering. Instead, ask your subject to look directly at the camera or photograph them slightly from above. Eye contact, big smiles and photos of children are always good too.

Focus on the prize: Most cameras have razor sharp auto focus – but only if you put the subject in the middle of the frame. Aim the camera at the real subject and put a little pressure on the shutter button to lock in the focus. Then reframe your picture, being careful to keep a little pressure on the button. Once happy with the way your subject is framed, simply take the shot.

Steady as you go: Take a little breath before you press the trigger, just to stop any shakes. This also avoids a common problem with digital cameras: blurring caused by the delay between pressing the shutter button and taking the picture.

Lighting is key: Keep light behind you as you take the photo so that it lights up your subject well. Auto flash should kick in if needed indoors.

It's behind you: Focus on the subject, but be aware of what's in the background. Watch out for trees or lamp-posts sticking out of heads and try not to photograph against patterned wallpaper or carpets, as you might lose your subject in the pattern.

Finally: Get written permission of those in the photo to use the photo publicly.