



## HOW DO I PROMOTE MY WALK & ROLL TO THE LOCAL MEDIA?

Educating your local community is very important as it can make a big difference to someone who is struggling with a rare condition. In addition to sharing your story on social media you may want to reach out to your local newspaper and share your personal story. Or, contact a local radio station and let them know you or a family member has a neurological disorder and that there is a fundraising Walk & Roll to raise funding for GBS|CIDP research in your area.

Rob Vasquez of Clovis, CA has had record-breaking attendance at both his 2018 and 2019 Walk & Rolls, and has been featured in a variety of local news outlets (links below). We sat down with Rob to find out his secret to success with local media.



[The Fresno Bee](#)

[YourCentralValley.com](#)

[Look inside KP Kaiser Permanente](#)

For assistance in contacting local media for your Walk & Roll, or to raise awareness in your area, please contact program manager, Jessica McManus, [Jessica.Mcmanus@gbs-cidp.org](mailto:Jessica.Mcmanus@gbs-cidp.org).

## ROB'S TIPS FOR CONNECTING WITH LOCAL MEDIA

### ➔ HAVE AN ANGLE:

Know your REASON for reaching out. Awareness? Event Promotion? Storytelling? Approach YOUR story from that angle.

### ➔ STAY MOTIVATED:

If you are hesitant to engage, remember, if your story reaches someone in need, or teaches someone, you are making a very BIG difference in someone's life who has GBS or CIDP!

### ➔ BE PERSISTENT:

Be Persistent, Be Passionate! Sometimes it takes a while to build a relationship and fit into the schedule. Try emails, social media messages, or even just stop by their office. (One contact took almost a year!) But keep knocking on the door and eventually they may just let you in.

### ➔ BE FRIENDLY:

If you are stopping by in-person, simply say hello, be friendly and smile! It opens the door wider than you think.

### ➔ CALL THEM:

Dial them up! Call your local paper, radio TV etc. Local stations are always looking for "local interest" pieces. If you live in their region, they may just take your call.

### ➔ BE FACTUAL:

Know the FACTS – Who, what, when, where and why. Your pitch should give them a good idea of the story would look like.

### ➔ READ & WATCH:

Follow as much local media as possible and find out who is writing about health pieces or local event spotlights. Reach out directly to that editor. Sometimes they are called the "Health Editor," and sometimes it may be a "Human Interest Story" editor.

### ➔ INCLUDE SUPPORT MATERIALS:

Share your local sponsorship package, press release, a link to the [gbs-cidp.org](http://gbs-cidp.org) website, or your own personal story, so that they can visually see it – The GBS|CIDP Foundation will prepare materials for you and send them to you.

### ➔ DETAILS MATTER:

*Ask the reporter "What can I do to help you with the story?"*

- Make sure everything they've asked for is in the email – photos, other published pieces, facts about GBS|CIDP, etc.
  - Ask if there is a specific day that would be best for a follow up.
  - Follow up again in a week with a flyer, detailing your event.
- Again, persistence it key.