



How to cope with media?



Epilepsialiitto



Is there a philosophers' stone?



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Purpose of media relations

- To get attention to epilepsy and improve the lives of people with epilepsy
- To add understanding who we are, what we do and how



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Media relations principles

- Openness, truthfulness
- Communications based on facts
- Systematic; Link to our strategy and target groups



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Media relations principles

- Active communication
- Respect journalists
- Be clear, in an interesting way
- Prove your point with facts



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About journalists

- Mostly highly educated professionals
- Education can differ
- Personalities = Ordinary people



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About journalists

- They write from their own life context; attitudes, experiences
- They want to be independent but they are grateful for our help



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About medias

- Nationwide, regional, local
- Special papers
- Electrical media
- Different ethics



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About medias

- Every media has its own target groups and needs
- Special papers
- Electrical media
- Different ethics



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How to reach the media

- Release distribution and press conferences around important issues or events
- – The 7th European Epilepsy Congress in Helsinki in 2006



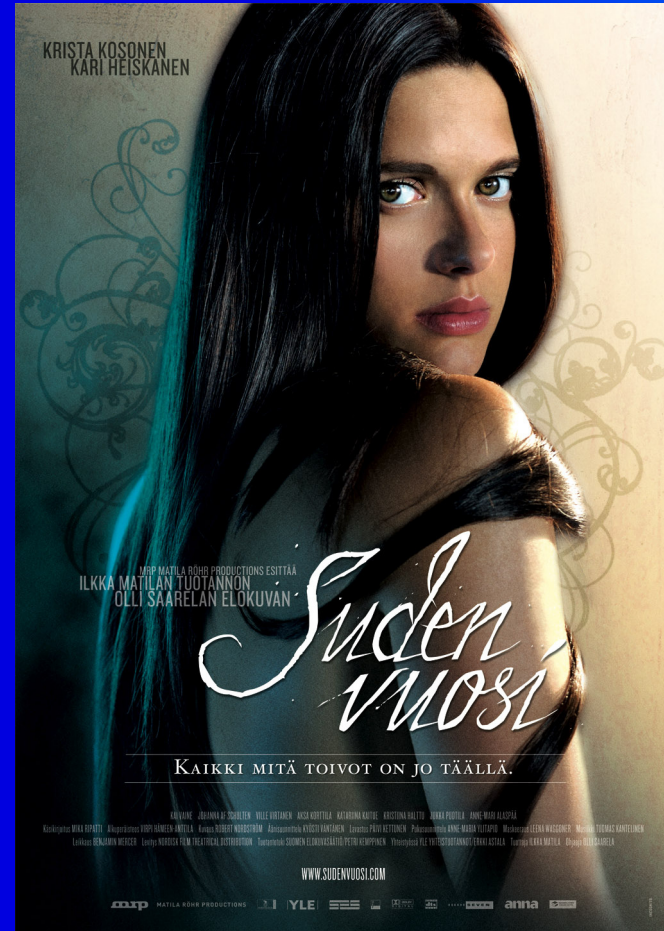
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How to reach the media

The Year of the
Wolf in 2007
- Medical editors
saw the film +
discussion
event after it



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How to reach the media

The role of internet is important

- www.epilepsia.fi, media sections
- Material available in pdf-form, leaflets



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How to reach the media

To offer faces =
People with
epilepsy
Personal contacts



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The Faces

Many Faces of Epilepsy Campaign
In 2006-2008 in Finland

- How is it to live with epilepsy?
Experiences and attitudes



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The Faces

What to say about illness?

We recommend that both people with epilepsy and experts are interviewed



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What to tell about epilepsy?

- About 70 % people with epilepsy in Finland are symptom free, 30% has symptoms

And there are rare epilepsies too



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About epilepsy

- We need many kind of faces
- Not too positive/negative picture
- Step by step forward



Epilepsialiitto

About epilepsy

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**The philo-
sophers' s
stone could be
co-operation**



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