

Elanco™

DR Campaign

GUIDE

Part of the Practice
Lungworm Awareness Tool Kit



Advocate™

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PR CAMPAIGN GUIDE

Lungworm cases can be traumatic for the dog, the owner, and your team. Following such an experience, the owner often feels the need to warn others about the risks, and the team will want to help protect the pets under their care.

This kit has been created to help you raise awareness about the threat of lungworm. This can be achieved by engaging your local and regional media (newspapers, radio stations, TV stations) who are constantly on the lookout for local interest stories.

To make a splash in the media, it is important that your story has all the right elements. We have created this guide

to help you determine which cases have the necessary ingredients to make a compelling story and stand the best chance of getting picked up.

Although there are many ways to communicate directly with your clients, simply providing real-life lungworm stories from your own veterinary clinic to your local media can spread the word through the local community. It is also a great opportunity to let people know the good work you and your team are doing to keep dogs and their owners and families safe.

The press release

The easiest and quickest way of raising awareness of this issue is with a press release as it provides a simple structured package of compelling information that can easily be turned into a news article. The goal of a press release is to grab the interest of a journalist or publication. It should contain all the essential information (who? what? where? when? how? and most importantly why?) so the journalist can easily write their own story.

It's not as complicated as you might think - it's more like following a recipe than writing a novel. Please see the template press release in the toolkit which you can easily populate with the elements from your story.



HOW DO I IDENTIFY A GOOD STORY?

To help you assess whether your case is 'newsworthy' and suitable to share with your local media, we have created a simple ingredients list. Before you contact the press about your case, you may want to consider the following:



THE PERFECT RECIPE

- if your story has all these ingredients it has all the potential to be a successful story

- ★ The dog/owner story is particularly compelling (think human interest / emotional impact)
- ★ The case itself is interesting, for example it demonstrates an unusual presentation of symptoms
- ★ The case is less than 2 months old (otherwise it's history not news!)
- ★ Both vet and pet owner are willing to participate, and you have their permission to run the story
- ★ Ideally both the vet and pet owner are open to being photographed, recorded for radio or, if the opportunity arises, filmed on location. However, don't worry if they aren't keen on being filmed as a photo and a quote can work just as well - see appendix for top tips on photography and filming.



If you are filming or taking pictures, ensure you film the vet and the owner as well as any footage of the dog if possible. This material can then accompany the press release to make an even more compelling story.



What next?

It is time to get moving on this case as with a full list of ingredients you have everything you need to reach out to your local press publications as well as local TV and radio. Use our press release template in the appendix to get started.

WHAT IF I DON'T HAVE ALL THE INGREDIENTS FOR A PERFECT STORY?



Don't worry if you don't have all the ingredients for a perfect story. It just means that you will need to dedicate a little more time to it, as you may need to find an interesting angle or think about the best way of 'pitching' the story to your local media, but the benefits to local pets and owners, and to the practice, is worth it.

There are a few specific things to watch out for though:

- ☆ If the pet owner or vet (or both) are not willing to participate, and do not want to be interviewed or photographed, it will make it much more difficult to create a compelling story.
- ☆ If the owner has not given permission for their case to be discussed then you cannot use it.
- ☆ If the case is more than 3 months old it might not be seen as relevant. However, it's still worth trying, especially if it's an interesting case.
- ☆ If another local case has been in the news in the past 12 months it might not get as much interest. You can search for lungworm news stories in your area. Note that Elanco has been running an annual national lungworm awareness campaign that need not prevent you promoting your own local interest lungworm case.



What other options do I have?

Even if you don't have a viable story, there is plenty you can do to raise awareness of lungworm with your own clients. Elanco can support you with digital and physical materials, along with targeted SMS campaigns.

APPENDIX

1. How to write a press release

The recipe

ONE

A compelling headline to grab journalists' attention

e.g.

- 🗨️ 'Hundreds of local dogs could be at risk from lungworm, local vets warn'
- 🗨️ 'Somewhere County identified as hotspot for deadly lungworm parasite infecting dogs'

You'll have seen or heard stories like this in the media.

TWO

The news: who, what, where

A good approach is to use the reverse pyramid formula when writing your press release: Going from the most important information to the least important.



THREE

Why?

Reporters don't have a ton of time to sift through details and fluffy background information – they just need the facts that'll help them tell your story to someone else from a position of authority.

- 🗨️ This is where you need to answer the question why now? This is your opportunity to warn of a new case you've identified, or an increase in local cases.
- 🗨️ Is there a topical event that you can 'hook' the story to? An awareness day, a new report, a local angle?

FOUR

Offer a tempting quote

Once you've set the scene, it's time to bring your details to life with a quote that reporters can use for context around your announcement and help paint a picture of how your news affects dogs, owners, and local people.

- 🗨️ A quote from a member of your team and a quote from the dog owner is ideal.

FIVE

Provide valuable background information

This could be more information about lungworm, where lungworm might be found, any local statistics showing the rise in lungworm cases, or even what your practice is doing to help.

- 🗨️ To make your press release shorter, consider including a box with basic information about lungworm and top tips of how to reduce risk.

SIX

Summary / 'call to action'

Your final 'summing up' and what people can now do to combat lungworm and keep their dogs safe: go to the lungworm map to check out what's going on locally, make sure that their pet is up-to-date with their parasite treatment, talk to their vet to find out how they can best protect their pet.

SEVEN

Don't forget to add your contact details at the end, this should include -

- 🗨️ Daytime phone number
- 🗨️ Email address
- 🗨️ The name and address of the practice



APPENDIX

2. Permissions and consent

You will need to obtain permission from the vet and owner before you publicise their story.

Ensure that you have explained to the vet and owner what will be involved in telling their story to the media, which outlets you plan to approach, and what they could expect. As a minimum, try to get a quote and photo.

- 🗨 Where might the story appear (where will you be pitching the story?)
- 🗨 Will you be interviewing them yourself?
- 🗨 Could a journalist interview them if required?
- 🗨 Are they happy for photographs to be used, or photographs taken?
- 🗨 Is a radio interview an option, live or recorded?
- 🗨 Can the subjects be filmed? (if so, where and when?)
- 🗨 Are they comfortable with footage being recorded, or going out live?

Once the interviewees are happy with what is being proposed, you will need to ask them to sign a 'release consent form' (see template library).

It is useful at this point to reassure the interviewees that they can change their minds at any point during the process, that they will receive full details of photography, filming, interview requirements, that they will be notified before a journalist contacts them, and that they will see the copy that the surgery will share with the journalist to check accuracy (but that your practice cannot guarantee what the journalist will eventually write/broadcast).

Finally, don't forget to remind them of the great work that they are doing helping to keep dogs and owners safe from lungworm.



APPENDIX







3. Photography, filming and radio interviews

Photography

A good picture can really help tell and sell a story, especially if you can get a professional photographer involved. You may have a keen photographer in your practice who can produce good pictures. The key here is to capture an image that is just right for the media. Generally, providing a good picture in the right format will mean a story is more likely to get used. Making a small investment in a professional can make the world of difference.

However, there are times when budgets are tight, or time simply doesn't allow for a shoot to be arranged. Since the invention of the digital camera and then the smart phone, more and more people are taking their own shots.

If you plan to take your own photos, here are some tips to help you.

-  Take a landscape as well as a portrait shot
-  Try taking the photo from different angles to get a more interesting picture
-  Take a bit of time to get the best background you can - maybe outside
-  And, where you can, try to get the dog in the photo - animals help get stories noticed.
-  An obvious tip is to make sure the light is good and the focus is sharp
-  If you can, check with the publication what image format they are looking for


Filming

Preparing your interviewees in advance of any filming is important, whether it's for social media or your local TV station. Make sure your interviewees know where the filming will take place and that they are aware of any necessary logistics e.g. timing, transport, access to location.

If you are able, it can put your interviewees at ease if you offer to accompany them.

Above all, explain that the journalist and film crew will ensure that the interviewees are put at ease

and all they need to do is be 'natural' and tell their story. It is useful to explain, if you can find out, what 'story angles' the journalist will be looking for so that the interviewees are as prepared as they can be.


-  It's a good idea to advise your interviewees not to wear patterns like stripes and spots for any filming as they can cause strange optical effects on screen.

Radio interviews

Radio may seem less glamorous than TV but it can grab attention like nothing else and it's a great opportunity to get your messages across to your local community (or even nationally!).

Interviewees can be put at ease if they imagine that they are speaking to one person (rather than a large

audience of listeners) - it helps with nerves and often makes the story more real, personal and compelling.

-  Interviews work best when interviewees keep their answers short and simple, avoid just a yes or no, but above all be themselves!

Thank you

We want to thank you for taking the time to read through our Practice Lungworm Awareness Tool Kit.

To find out more about how we can support you with raising lungworm awareness, **visit www.myelanco.co.uk** or speak to your Elanco representative.



Advocate™

Always there for you

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