



AMPLIFY YOUR IMPACT: BUILDING MEDIA RELATIONSHIPS THAT EDUCATE AND EMPOWER

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FIND YOUR WHY

- THERE ARE MANY REASONS TO WANT TO SEE YOUR NAME IN PRINT OR YOUR FACE ON CAMERA.
- PATIENTS?
- PRESTIGE?
- PROFIT?
- POLITICS?
- PODIUM TIME?
- THERE IS NO WRONG ANSWER, BUT FINDING YOUR WHY CAN HELP GUIDE THE PROCESS.

LET YOUR WHY DICTATE YOUR WHERE



IF YOU WANT MORE PATIENTS, CONSUMER MEDIA, INCLUDING PRINT, DIGITAL AND TV, IS THE WAY TO GO.

IF YOU ARE SEEKING RECOGNITION FROM YOUR PEERS OR PODIUM TIME, PHYSICIAN-FACING JOURNALS AND TRADE MAGAZINES ARE A GOOD FIRST STEP.

GETTING STARTED...

BEFORE SPENDING MONEY ON A PUBLICIST, TAP ALL OF YOUR AVAILABLE RESOURCES.

ARE YOU AFFILIATED WITH AN ACADEMIC INSTITUTION OR A LARGE PRACTICE?

IF SO, THEY LIKELY OFFER RESOURCES AND RELATIONSHIPS THAT WILL HELP YOU ACCRUE EARNED MEDIA COVERAGE.

- REACH OUT AND LET THEM KNOW ABOUT YOUR INTERESTS AND BANDWIDTH.
- ADDITIONALLY, MAKE SURE TO KEEP LOOPED IN ON ANY UPCOMING PUBLICATIONS OR TALKS AT MEETINGS.
- CONSIDER BECOMING A SPOKESPERSON FOR AN ORGANIZATION OR NON-PROFIT IN THE DERMATOLOGY SPACE.

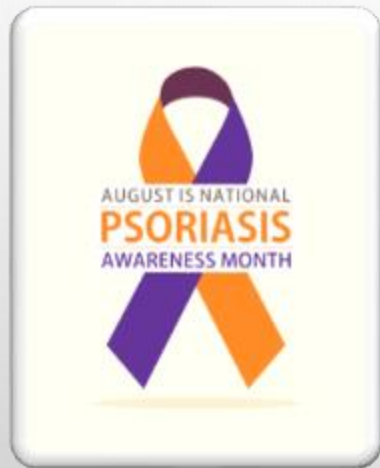
CULTIVATING RELATIONSHIPS WITH MEMBERS OF THE MEDIA

- CREATE A FOCUSED MEDIA LIST OF 15–25 LOCAL, REGIONAL, AND SELECT RELEVANT NATIONAL REPORTERS AND INFLUENCERS WHO REGULARLY COVER YOUR INDUSTRY AND TOPICS.
- REACH OUT TO LOCAL EDITORS, INFLUENCERS, TV AND RADIO HOSTS WHOSE COVERAGE YOU ENJOY OR ADMIRE. LINKEDIN IS THE PLACE TO START.
- COMPLIMENT THEIR WORK, AND THEN LET THEM KNOW WHO YOU ARE, WHAT YOU DO, AND THAT YOU ARE AVAILABLE TO DISCUSS [LIST TOPICS].
- BE THOUGHTFUL IN YOUR COMMENTS, AND IF CRITICAL, MAKE SURE YOU ARE BEING CONSTRUCTIVE. LET THE WRITER, EDITOR, OR NEWS ANCHOR KNOW WHAT THEY MAY HAVE MISSED AND WHY IT IS IMPORTANT.
- IT'S EASY TO REACH OUT ON SOCIAL MEDIA CHANNELS AND BY COMMENTING ON POSTS.
- LET THE EDITOR OR BROADCASTER KNOW THAT YOU ARE OPEN TO HELP WITH STORIES AS THEY ARISE—AND OFFER YOUR CONTACT INFORMATION.
- RELATIONSHIPS, ONCE CULTIVATED, CAN PRODUCE DIVIDENDS.

PITCHING POINTERS

- SELL THE TREND, NOT THE PRODUCT.
- AVOID BEING SELF-SERVING. THERE IS A FINE LINE BETWEEN CREDENTIALING YOURSELF AND COMING ACROSS AS SELF-SERVING.
- KEEP IT RELEVANT: STAY ON TOPIC, AND NEVER BAIT AND SWITCH. IF THE INTERVIEW IS ABOUT SKIN CANCER TRENDS, DON'T ATTEMPT TO PIVOT TO COSMETIC TRENDS OR A NEW PRODUCT, SERVICE, OR PROCEDURE YOU ARE OFFERING.
- BE DEADLINE ADHERENT. PATIENTS COME BEFORE PRESS, BUT IF A JOURNALIST IS ON A DEADLINE, THERE IS LITTLE FLEXIBILITY. LET THEM KNOW IF AN EMERGENCY ARISES AND YOU WON'T BE ABLE TO PROVIDE COMMENT AS PLANNED.
- MAKE SURE YOUR OFFICE KNOWS IF YOU ARE EXPECTING A MEDIA INTERVIEW SO THEY CAN PUT THE PERSON RIGHT THROUGH.
- IF YOU OFFER TO ANSWER VIA EMAIL, DON'T RELY ON CHAT GPT!

EVERGREEN PITCHES



- EVERY MEDICAL ORGANIZATION RELEASES ANNUAL STATISTICS BASED ON MEMBER OR CONSUMER SURVEYS THAT HIGHLIGHT WHAT IS HOT AND TIMELY AND WHAT IS NOT.
- THESE TRENDS ALWAYS MAKE NEWS. LET YOUR MEDIA CONTACTS KNOW THAT YOU ARE AVAILABLE TO COMMENT ON THE TRENDS THAT MIRROR WHAT YOU ARE SEEING IN YOUR PRACTICE. (TV HOSTS ALSO LOVE THE PATIENT PERSPECTIVE, SO IF YOU HAVE A WILLING AND ABLE PATIENT, PITCH THAT WITH THE STORY.)
- KEEP HEALTH HOLIDAY MONTHS, DAYS, AND WEEKS IN MIND. NEWS ORGANIZATIONS WILL ALWAYS RAMP UP COVERAGE OF DISEASE TOPICS DURING AWARENESS MONTHS, AND DERMATOLOGY HAS MANY OF THESE!
 - MAY IS SKIN CANCER AWARENESS MONTH
 - JUNE IS ACNE AWARENESS MONTH
 - OCTOBER IS ECZEMA AWARENESS MONTH
 - NOVEMBER IS NATIONAL HEALTHY SKIN MONTH
 - AUGUST PSORIASIS AWARENESS MONTH AND HAIR LOSS AWARENESS MONTH
- CELEBRITY STORIES ARE ALWAYS HOT. DECIDE IF THIS IS SOMETHING YOU WOULD WANT TO COMMENT ON. IF SO, AIM FOR BEING EDUCATIONAL AND AVOID COMING OFF AS BEING CRITICAL.

FOLLOW-UP POINTERS

- ALWAYS SAY “THANK YOU “TO THE REPORTER OR PRODUCER.
- SHARE YOUR ‘HITS’ ON ALL RELEVANT SOCIAL MEDIA CHANNELS, AND CREATE A MEDIA PAGE ON YOUR WEBSITE WITH LINKS TO STORIES AND TV CLIPS.
- THIS WILL PRODUCE DIVIDENDS, AS OTHER REPORTERS WILL SEE YOUR NAME AND START TO REACH OUT TO YOU.
- IF YOU FIND THAT YOU LOVE ENGAGING WITH THE MEDIA AND WANT TO DO MORE, CONSIDER HIRING A PUBLICIST WITH EXPERIENCE IN YOUR INDUSTRY.

IF NOT YOU, THEN WHO?

- **DEBUNKING ‘VIRAL’ DISINFORMATION:** SOME “SKINFLUENCERS” MAY PROMOTE BEHAVIORS THAT LEAD TO PERMANENT SKIN DAMAGE. SOME CREATORS ON TIKTOK ENDORSE A “HIGHLIGHTER METHOD” OF APPLYING SUNSCREEN TO CREATE A NATURAL CONTOUR FROM TANNING SKIN, A TREND THAT MAY INCREASE THE RISK FOR SKIN CANCER.
- OTHER USERS HAVE SHARED TIPS AND HACKS FOR TANNING, INCLUDING SMEARING ON BABY OIL, VASELINE, AND EVEN BEER BEFORE HITTING THE BEACH OR POOL.
- THIS STARTS ON SOCIAL MEDIA BUT OFTEN FINDS ITS WAY INTO THE POPULAR PRESS AS WELL, AND IT MAY GO VIRAL.
- DON’T CRITICIZE THE AUTHOR OF POSTS YOU DO NOT AGREE WITH ONLINE. THIS CAN BACKFIRE ON YOU.

IF NOT YOU, THEN WHO? CONT.

- DERMATOLOGISTS AND SKINCARE EXPERTS NEED TO HELP STEER THE CONVERSATION AND CHANGE THE NARRATIVE.
- WHEN INVESTIGATORS REVIEWED THE TOP 100 VIDEOS FOR FIVE HASHTAGS (#SUNSCREEN, #SUNPROTECTION, #SPF, #SKINCANCER, AND #SKINPROTECTION) AND CATEGORIZED THEM BASED ON THE TYPE OF CONTENT CREATOR, THEY FOUND THAT ONLY 1), AND 16.6% OF SUN PROTECTION-RELATED TIKTOK VIDEOS WERE CREATED BY BOARD-CERTIFIED DERMATOLOGISTS, WHILE THE MAJORITY WERE CREATED BY EITHER BEAUTY BLOGGERS (38.7%) OR PATIENTS/CONSUMERS (33.7%).

- LIN RR, PULUMATI A, WOOLERY-LLOYD H. DERMTOK: WHO'S TALKING SUN? A CROSS-SECTIONAL ANALYSIS OF SUN PROTECTION CONTENT ON TIKTOK. *J DRUGS DERMATOL.* 2024 JUL 1;23(7):571-574. DOI: 10.36849/JDD.8179. PMID: 38954614.

QUESTIONS AND ANSWERS



THANK YOU

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TDD *The Dermatology Digest*

JDNPPA *Journal of Dermatology for NPs and PAs*

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