



**QIMR
Berghofer**

QIMR Berghofer Media Team

Being a media case study

Why do we need case studies when sharing our research with the public?

Case studies in media play a crucial role in raising awareness about a disease and medical research.

It's the personal story of lived experience that attracts and holds the attention of the audience. They can relate to the person and feel a connection. The news media are also more likely to cover our research if we have a case study ready to go.

What is involved?

You will be a key member of the media outreach campaign which, depending on the story, could involve two different components – VIDEO/MEDIA RELEASE and/or MEDIA CONFERENCE/MEDIA INTERVIEWS

VIDEO/MEDIA RELEASE

- Our team films a **video interview** and **B-roll footage** with you. This can take 1 to 1.5 hrs.
- This could be at your home, at QIMR Berghofer visiting a researcher, or elsewhere.
- You may also like to share items or images that help tell your story. For example:
 - photos from before your diagnosis or of the loved one you have lost, or
 - x-rays or scans showing your condition.
- We can start and stop as you need, there's no rush.
- We understand that what you are sharing can be very hard. We promise to always treat you with care, compassion and respect.

This interview is used to create our communications content, such as:

- a media release with "video explainer"
- social media posts,
- a LifeLab magazine article, and
- clips for a VNR (Video News Release) for journalists to use in their stories.

MEDIA CONFERENCE/MEDIA INTERVIEWS

Our team may ask you to take part in a media conference with the researcher at QIMR Berghofer.

- This is usually on the day the story is released, and attended by TV news crews.
- Takes up to 2 hours (including travel time).

Journalists may also ask to interview you themselves either over the **phone** (to learn more or record your voice for radio) or **send a TV crew to your home to film**. Journalists must make these requests through our team, and we will be there to support you at all times.

Meet some of our brave case studies...

- [Tricia's story with breast cancer](#)
- [Peter's lived experience of OCD](#)
- [Beau's battle with melancholia](#)
- [Koby's story of survival](#)

*this one is a private link, please don't share.
The others, go for it! 😊*

FAQs

Can I be a case study if I don't live in Brisbane? We usually prefer a case study to live no more than 1-2 hour's drive away. However, we are happy to have case studies from other areas too. [Koby's story](#).

Will you support my travel to QIMR Berghofer? We can organise taxis or car parking as needed.

Who will know my contact details? We will never share your contact details with the media, unless you give us permission to do so.

Can I see the content before it is shared? You will be able to review and approve QIMR Berghofer-produced content before it is published. The media don't tend to share their stories before publishing or broadcasting, however journalists are very appreciative of your time and your story is an important part of their coverage of the research.