

WG Media Proposal

As part of the World Federation's drive to upgrade its services to members and operate as a representative federation active in supporting self-determination in dying at the international level, the Working Group (WG) Media has drafted a proposal of the media activities for the World Federation to consider and the required budget/staff to make these activities possible. *[Note that this does not include advocacy which WG Media considers needs to be a separate Working Group.]*

WG Media comprises Mary Ewert (Final Exit Network, U.S.), Peter Warren (Friends at the End, Scotland), Annie Wallet (Le Choix, Citoyens Pour Une Mort Choisie, France) and Jane Barrett (World Federation, Netherlands).

WG Media proposes development of the following benefits for WF members:

- Quarterly media activity that can be tailored to the member country
- Monthly eblast that can be tailored to the member country
- Media plan template for the member country to adapt to the local situation and campaign strategy
- Educational materials
- Tips/tricks to engage media/community
- Thematic packets to adapt for member use
- List of international media contacts
- Website design with multi-language functionality (French, German, Spanish, English)
- Media support, media training

To accomplish this, the World Federation needs:

- New website complete with
 - Regularly updated testimonials and podcasts
 - World map of right to die laws in countries
 - Current: legal activities, news/issues from member countries, country profiles etc.
 - Advocacy and campaign activities
 - Issues (ethics, palliative care, etc.)
 - Contact details for members
 - Contact details media inquiries
- International media network
 - List of friendly journalists provided by member organizations - with their contact details and any biographical information which would be helpful to us when framing campaigns
- Wikipedia page
- Social media presence (Facebook, Instagram)
- Media plan
- Means to measure the impact of media activities
- Prominent people in member countries that we can approach to act as an ambassadors of the World Federation

- Tips/tricks that have worked among member organization media
- Information from member organizations for monthly eblast
- Local events with international appeal

Budget

Estimate: 5,000 Euro

Additional staff for a) advocacy, and b) social media

Professional webinar speakers

Copywriter

Ensure that website has automated email capacity connected to database

Fall Event

For International Day on Self-Determination on Monday November 2, 2020 we have created an exciting event. Pola Rapaport has kindly offered us the opportunity to show a short, 20-minute version of her film, “Champions,” a documentary about the life and death of Marieke Vervoort, the Belgian paralympic medallist who suffered from reflex sympathetic dystrophy.

Member organizations may create their own film-showing event followed by a debate that is a reflection of the debate surrounding self-determination in the member country. This may be a live event but, given Covid-19 restrictions or geographical distances, it may be wise to have it as a film showing followed by a debate by webinar.

The WF will provide member organizations with the link for the film **with subtitles in the national tongue** that can be available on member websites. Member organizations will receive in advance a modifiable press release as well as instructions for tailoring the webinar.

The WG proposes quarterly events in the coming year. Questionnaires will be sent to members following the November event. *Based partially on those responses, the WG will reconvene at the end of 2021 to plan three additional events.*

UN Commission on Human Rights (UNCHR) Activity

The World Federation will work to increase its influence, with special focus on the UN Commission on Human Rights (UNCHR) to counter opponents who are organised at both the national and international levels (e.g. the American Center for Law and Justice, and the European Center for Law and Justice; see more here:

https://en.wikipedia.org/wiki/American_Center_for_Law_%26_Justice)

To do this, the World Federation will apply for NGO status, Human Rights interest area, when applications open for 2022. This will allow the World Federation to link advocacy and media. *The WG is willing to meet after the November event to assess and plan this activity.*

The WG Media will be prepared to issue a Final Report with Media Plan at the WFRtDS biennial meeting.