

## Media case studies

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The British Association of Dermatologists is the professional membership organisation for UK dermatologists.

We are looking for 'case studies' to feature in media reports, to help raise awareness of skin diseases.

### Who can help

We are looking for people of all ages who can talk to a newspaper, magazine, TV or radio about their skin disorder.

For example, women aged 25 to 50 might be best placed talking to a suitable women's magazine or perhaps a TV breakfast show, younger people to a teen magazine, while some people might be best featuring in their local newspaper or a radio station.

We will guide you through the process and make sure you are happy with the type of media we have in mind before organising anything.

### How it works

Once we have received your consent form with its brief case history, we will decide which media outlet or publication is best suited to your story.

We will then contact the relevant journalist with an outline of your case (you will not be named at this stage). If the publication is interested in running your story, we will contact you to ask if you are happy with this choice. The next step is to explain the finer details and put you in touch with the journalist. For print media, they are likely to also require a photo.

If you are able to also email or post a photo we can use, that would be most helpful.

*Please note that while we put you in contact with the journalist and help guide the article, the BAD have no ultimate control over the editorial content of media reports.*

*Some publications offer payment for case studies. While we can ask about payment, this is to be arranged directly between yourself and the magazine.*

### How to help

If you would like to help by featuring in a media report, or both, please fill in the attached form and return to:

**Matthew Gass**  
**The British Association of Dermatologists**  
**4 Fitzroy Square**  
**London W1T 5HQ**

**Or email: [matthew.gass@bad.org.uk](mailto:matthew.gass@bad.org.uk)**

We wish to extend our warmest thanks to anyone who volunteers to help us with this project. We look forward to hearing from you and thank you for your time!

**For more information, please call Matthew on 020 7391 6084, or email [matthew.gass@bad.org.uk](mailto:matthew.gass@bad.org.uk)**