Telling Your Story

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About Me

- Five-year survivor of acute promyelocytic leukemia
- Part of the NCCS Elevate Ambassador program
- Spent most of my professional career in healthcare communications and public relations
- Currently work at the American Association for Cancer Research

Goals

- Gain a basic understanding of “the media” and public relations
- Learn the best way to contact reporters, producers, and other members of the media
- Feel comfortable in sharing your story to advocate for cancer patients, survivors, and caregivers

Why share your story?

- Raise awareness
- Advocate for change

Who is “the media”?

- Refers to the communication channels through which people disseminate news, education, promotional messages and other information
- Four basic types:
  - Print – newspapers and magazines
  - Online – news websites
  - Broadcast – television and radio
  - Other – includes less traditional media like blogs and podcasts
- Members of the media include producers, editors, reporters, and photojournalists

Sharing Your Story

- What makes a story newsworthy?
  - Proximity
  - Prominence
  - Timeliness
  - Significance
  - Human Interest

Who can help?

- Public Relations and communications professionals
  - Hospital or cancer center
  - Advocacy or support Groups
  - Member’s district office
  - State and local officials

Contacting the Media

- Call or email broadcast news desk for urgent or breaking news
  - Appropriate for events
- Email reporters who cover health care, cancer or other topics related to your cancer journey or advocacy platform
  - Laurie McGinley, *The Washington Post*
  - Denise Grady, *The New York Times*
  - Jacqueline Howard, CNN
- Social media!

Media Interview Logistics

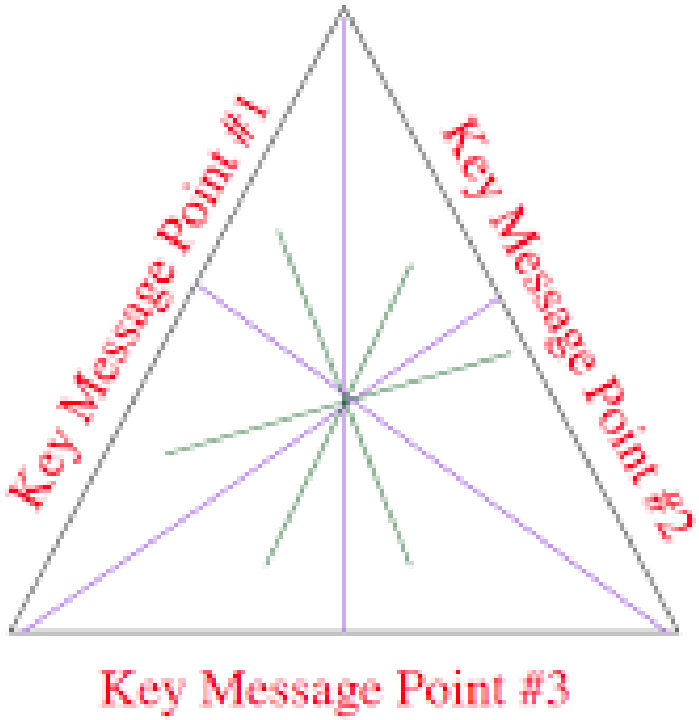
- Confirm time and place, or contact information
- Ask the reporter how long they anticipate the interview to be
  - Note: the interview will be MUCH longer than the actual story
- Outlet-specific logistics
  - Television
  - Radio
  - Print/online

General Interview Tips

- Try not to be nervous – reporters want to hear from you!
- Taking a deep breath and counting to ten can calm nerves
- Be your authentic self – you're the expert on your cancer story
- It's okay to say "I don't know"
- Once you finish a thought, stop talking!

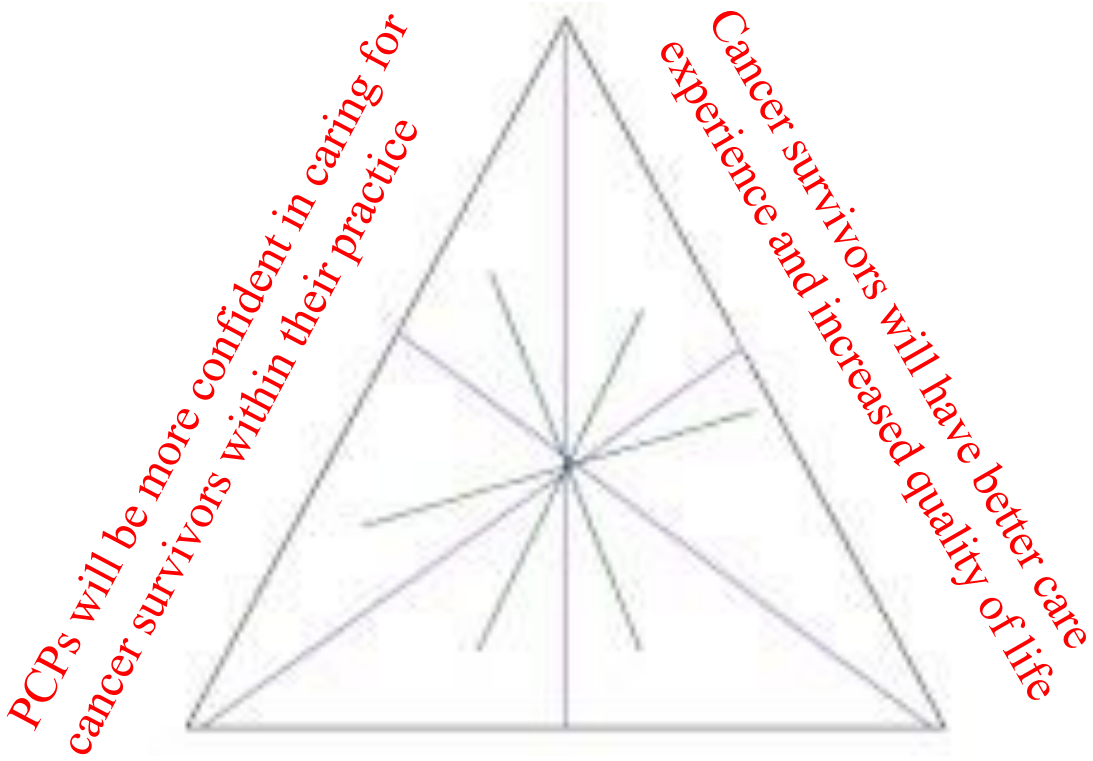
Interview Structure

The Message Triangle



My Message Triangle

TOPIC: The Importance of Cancer Survivorship Care Training for Primary Care Physicians



Practice Makes Perfect!

1. Make your own message triangle
2. “Interview” a fellow advocate