

Ways to Contact the Media

A SAMPLE EMAIL TO SEND TO YOUR LOCAL HEALTH REPORTER

Dear [Name of reporter]:

My name is [your name] and I enjoy reading your weekly health columns. I especially enjoyed your recent column about finding the right doctor. I know that you are always looking for interesting story ideas so I would like to share my story idea with you.

Last May, I was diagnosed with cervical cancer. Did you know that each year in the U.S., about 12,000 women are diagnosed with cervical cancer and more than 4,000 women die from this disease?

[INSERT A FEW INTERESTING FACTS ABOUT YOU AND YOUR FAMILY]

I would like to help your readers reduce their risk of developing cervical cancer by sharing my personal story. My mission is to educate women about the importance of getting routine Pap tests and HPV tests. HPV is easily transmitted; in fact, 80 percent of all women will have contracted the HPV virus by the time they are 50 years of age.

Attached is a fact sheet about cervical cancer and HPV that was written by the National Cervical Cancer Coalition (www.NCCC-online.org). I'm sure you will find the information helpful as you write your story.

Please let me know if you are interested in interviewing me about my experience and about the prevention and early detection of cervical cancer. I would be very happy to speak with you. Please feel free to call me at _____ or email me at _____ if you have any questions or require additional information.

Thank you for your consideration and I look forward to hearing from you soon!

When a reporter calls to interview you, be prepared to provide the following:

- HPV and cervical cancer facts
- Photograph of yourself and/or family photos

Newspaper tip: The reporter will not allow you to proofread his/her article before it goes to print.



PROVIDE NEWS READERS CAN USE

The media is interested in giving their readers news that can be put to practical use. Include some tips in the body of your letter or email. “How-to” articles and tip lists are perennial PR favorites that work well. Here are three sample headlines.

Five ways to brighten a cancer patient’s day.

Seven questions you should never ask a cancer patient.

Eight tips to stress-proof your body while going through cancer treatment.

Can you come up with three more?

MEDIA TIMELINES

Consider the lead time when pitching stories and articles to the following media outlets.

National magazines: Five to six months in advance.

Newspapers: One month to no lead time.

Television: One or two months to no lead time.

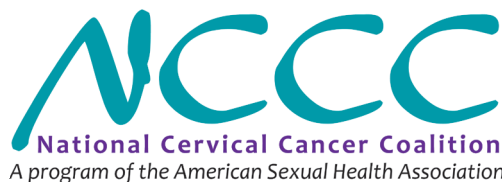
Radio: One or two weeks to no lead time.

Regional magazines: Three to four months lead time.

Online publications, ezines, blogs and websites: Immediate

CAPITALIZE ON SPECIAL EVENTS

Send a news release to the media alerting them that January is Cervical Health Awareness Month. A news release can be sent in the mail or via email and should be sent weeks, perhaps months, in advance depending on who is receiving it. Below is a sample news release you can use for Cervical Cancer Awareness Month:



NEWS • RELEASE

FOR RELEASE IN JANUARY

Contact: Jane Doe, (555) 555-1212

E-mail: jdoe@gmail.com

JANUARY IS CERVICAL HEALTH AWARENESS MONTH

Local Cervical Cancer (Survivor, Patient) Speaks Out By Urging Women to Take Action and Protect Themselves in the New Year

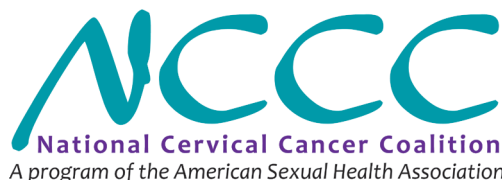
[CITY, STATE] — Approximately 12,000 American women will learn they have cervical cancer this year, and about 4,000 will die from an advanced form of the disease. January is Cervical Health Awareness Month and Jane Doe a resident of [CITY] and cervical cancer survivor, is focused on educating women about the importance of the Pap test as a screening tool for cervical cancer and about vaccines that can further reduce the burden of this devastating disease.

It's the start of a new year – a time many reflect on their health. Doe was diagnosed with cervical cancer in [DATE] after receiving a routine Pap test. Now she is [RECEIVING TREATMENT, FULLY RECOVERED, ON THE ROAD TO RECOVERY] and is on a mission to encourage women to contact their health care provider to schedule a Pap test to check for cervical cancer. Screening is a crucial part of a woman's health care regimen, yet one that many overlook. "It's important to remember that cervical cancer is a preventable disease – as long as it's caught early enough," says Doe.

While routine Pap testing is the best means of detecting cervical cancer at an early stage, vaccines have the potential to protect women from the disease by targeting cancer-causing types of the human papillomavirus (HPV). Two forms of the virus, HPV 16 and HPV 18, account for more than 70 percent of all cervical cancer cases. Some medical experts believe that through a successful education, screening and vaccination program for women, we will have the potential to nearly eliminate cervical cancer in the U.S.

* * *

Doe is available to share her personal story with the media and to civic and women's organizations and to talk about the detection, treatment and prevention of cervical cancer. To reach her call [PHONE NUMBER] or email [EMAIL]. To learn more about cervical cancer, contact the National Cervical Cancer Coalition (NCCC) by visiting their website at <http://www.nccc-online.org>.



The NCCC was founded in 1997 as a grassroots nonprofit organization serving women with, or at risk for, cervical cancer and HPV. The NCCC is the only organization dedicated exclusively to helping women address concerns about cervical health and disease. The group executes its mission to improve women's cervical health outcomes through education, support and advocacy for women and healthcare providers.

In 2011, NCCC merged with the American Social Health Association (ASHA), a nearly 100-year-old nonprofit organization dedicated to improving the health of individuals, families and communities with an emphasis on sexual health and a focus on preventing sexually transmitted diseases and their harmful consequences. NCCC operates out of ASHA's HPV and Cervical Cancer Prevention Resource Center, which addresses the multiple issues and challenges associated with HPV and cervical cancer prevention in the United States.

CONTACT:

National Cervical Cancer Coalition (NCCC)

nccc@ashastd.org

Telephone: (800) 685-5531

www.nccc-online.org

PO Box 13827

Research Triangle Park, NC 27709

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WHAT IS A "PHOTO OPPORTUNITY" AND WHEN TO SEND IT

A photo opportunity is simply an invitation to the media inviting them to take photographs of you speaking to a local group or participating in a special event. This form should be sent via email to the photo department at your local newspaper or to the assignment desk at your local television station.

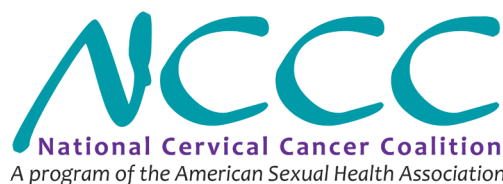


PHOTO OPPORTUNITY

FOR IMMEDIATE RELEASE

Contact: Jane Doe, (555) 555-1212

E-mail: jdoe@gmail.com

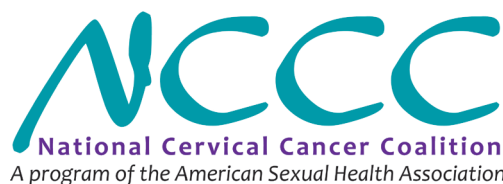
In honor of National Cervical Health Awareness Month in January, [CITY] resident and cervical cancer survivor Jane Doe will be speaking to the American Business Women's Association Northern Palm Beach chapter on [DATE AND TIME OF EVENT].

Approximately 12,000 American women will learn they have cervical cancer this year, and about 4,000 will die from an advanced form of the disease. During her talk, Doe will share her personal story about the perils of being diagnosed with cervical cancer. She will also discuss the latest advancements in detecting, treating and preventing cervical cancer.

While routine administration of Pap tests is the best means of detecting cervical cancer at an early stage, vaccines have the potential to protect women from the disease, by targeting cancer-causing types of the human papillomavirus (HPV). Some medical experts believe that through a successful education, screening and vaccination program for women, we will have the potential to nearly eliminate cervical cancer in the U.S.

To make reservations to attend this ABWA meeting and dinner, contact [ABWA CONTACT AND PHONE NUMBER].

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WHEN TO SEND A COMMUNITY LISTING TO YOUR LOCAL NEWSPAPER

Every newspaper has a section where you can list special events. There is no cost to list your event. Also consider making flyers and posting them in places that you frequent such as beauty salons, nail salons, your gym, and clubhouse.

Sample Community Listing

In honor of National Cervical Health Awareness Month in January, [CITY] resident and cervical cancer survivor Jane Doe will be hosting a champagne brunch for the Parrot Cove Neighborhood Association on [DATE AND TIME OF EVENT]. Proceeds from the brunch will benefit the National Cervical Cancer Coalition (NCCC).

Approximately 12,000 American women will learn they have cervical cancer/HPV this year, and about 4,000 will die from an advanced form of the disease. During the brunch, Doe, a cancer survivor, will share her personal story about the perils of being diagnosed and living with cervical cancer. She will also discuss the latest advancements in detecting, treating and preventing cervical cancer.

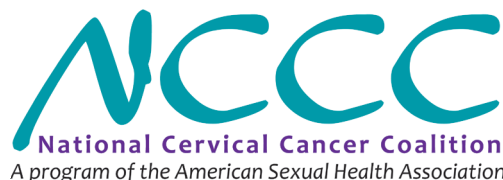
The brunch is \$25.00 per person. To make reservations, contact Jane Doe at (555) 555-1212.

HOW TO PREPARE FOR A TELEVISION INTERVIEW

Being interviewed by a television reporter can be very exciting yet scary. Here are a few tips to prepare yourself:

- Wear Solid Colors. Stripes and prints can make you look larger and don't photograph as well as solids.
- Rehearse every possible question you may be asked.
- Ask the reporter if you can get a list of questions before the interview.
- Speak in "sound bites." In other words, keep answers short and to the point.
- Arrive on time!
- Use humor when appropriate.
- Share stories (also known as "sparklers").

Television Tip: It's not uncommon for a 30-45 minute interview to be edited to 1 ½ - 2 minutes in length. Keep your answers as short as possible. The reporter will be able to ask more questions if you answer quickly and use short sentences. Focus on your message and talk about it early in the interview.



MEDIA TALKING POINTS ABOUT CERVICAL CANCER/HPV

- Eleven percent of United States women report that they do not have regular Pap test screenings.
- 99.7% of the cervical cancer cases in the United States are caused by certain types of a virus called human papillomavirus or HPV.
- HPV is transmitted through genital contact. HPV is so common it is considered the “common cold” of Sexually Transmitted Infections (STIs).
- HPV is easily transmitted. 80% of all women, by the time they are 50, will have contracted the HPV virus.
- The cervical cancer/HPV vaccine has been shown to substantially reduce the risk of developing cervical cancer by at least 70%. Limited the number of sex partners and using condoms further help reduce the risk. NOTE: Condoms do not provide 100% protection against HPV.
- In the U.S. about 10,000 women are diagnosed with cervical cancer each year, and 3,700+ women die each year from this disease.
- To reduce the risk of developing cervical cancer, (1) get your cervical cancer/HPV vaccine if you are between the ages of 9-26 years old. And remember, (2) get your regular Pap test and HPV test when recommended.

MEDIA TALKING POINTS ABOUT NCCC'S GOALS

- Maintain an on-going support system for women, family members and friends facing issues related to cervical cancer, HPV and other HPV cancers.
- Continue growing its existing recognition in the United States and ongoing recognition worldwide as a primary clinical and public education resource clearinghouse on cervical cancer, HPV related topics and other related cancers;
- Advocate for patient access to quality care and regular testing and vaccination to prevent cervical cancer/HPV disease;
- Reduce the stigma associated with cervical cancer and HPV disease.

