Confronting Lung Cancer Together
GO2 Message and Media Training
Mission Statement *(Reason for existing)*

G02 for Lung Cancer relentlessly confronts lung cancer on every front, every day for everyone. Founded by patients and survivors, we are dedicated to increasing survival for those at risk, diagnosed and living with lung cancer.

Elevator Pitch *(GO2 description)*

G02 is at the forefront of everything that’s happening in lung cancer. We’re the go-to for one-on-one assistance, supportive connections, treatment information and finding the best care close to home.

We’re the place to go to learn about the latest research and special initiatives that increase survivorship.

We’re the source for improving health policies and leading public awareness to shift this disease from one of stigma to one of hope.

We are teachers, guides, advocates, and supporters. **Confronting lung cancer starts here.**
Media Outreach

What is local media and why is it important?

- Local media includes your local television news stations, radio programs and community newspapers.
- Local media is more likely to feature a story about residents from their own community.
- More Americans trust their local newspaper or television stations than they trust national media outlets.
- Your state and federal policy makers read your local newspaper and watch your local television stations.

How do I share my story with the local media?

1) Identify Local Reporters
   If you don’t know your local media outlet, you can search for it/them online.  Google “[YOUR AREA] local media.” Try to find the reporter that has written similar stories or who covers health and/or politics.

   Make a list of the main television, radio and print outlets, their email addresses and phone numbers. If you live in a small town, you may only have one media outlet.

2) Send Them Your “Pitch”
   A pitch is a description of a story that a reporter would be interested in – and in this case it is your story.

3) Write a Letter to the Editor
   Another way to get your message into local media is to write a letter to the editor. When you see an article about lung cancer or health policy that impacts lung cancer, you have the opportunity to respond to the newspaper and insert your key messages into the issue or debate. You can also send a general letter urging readers to learn more about the disease, noting GO2 as an important resource. Check your newspaper website for submission guidelines (number of words allowed, contact information, where to submit, etc.). Typically letters to the editor are approximately 200 words.

My story got covered! Now what?

If your story gets covered or your letter to the editor published, share it on social media and send a link to GO2 for Lung Cancer (GO2 EMAIL).

Email Julia Spiess Lewis at julia@perrycom.com if you have any questions or need help pitching your story to local media.

Tips
If the reporter doesn’t respond or your story doesn’t get covered, it doesn’t mean that your story doesn’t have value. Try another media outlet or try again when you have a different story angle. In the meantime, follow the reporter on social media to build a relationship.

Sample Media Pitch

[INSERT DATE]
Dear [REPORTER NAME],

New developments in lung cancer research and treatment hold promise for people in our community living with the disease, like me.

[ADD 2-3 SENTENCES ABOUT YOUR STORY TO GET THEIR ATTENTION]

It’s important we all work together to make sure information about lung cancer and related health policy is available to all. I hope you will help.

Recently, I joined lung cancer patients, survivors and caregivers to advocate and educate Congress about the current state of lung cancer and the urgent needs of the lung cancer community. Our goal this year is to secure $60 million for lung cancer research and increase access to preventive services. Lung cancer is the least funded of the top 5 cancer killers yet is the leading cause of cancer death.

It is estimated that nearly 237,000 Americans will be diagnosed with lung cancer this year. And although lung cancer is the leading cause of cancer deaths in the U.S. – more than colorectal, pancreatic, breast and prostate cancer combined – it receives the least amount of federal research funding. Research is desperately needed, especially considering the increase in lung cancer in never-smokers – who make up 20% of lung cancer diagnoses.

As a patient advocate, I look to GO2 for Lung Cancer as the critical resource for information on this and other matters related to lung cancer. Focused on patients, GO2 offers information on local health care resources, patient support, cutting edge research, screening and policy that impacts patients. You can visit their website at go2.org.

I am available to discuss if you are interested in covering this story.

Thank you for your consideration.

Sincerely,

[INSERT YOUR NAME]
[INSERT YOUR EMAIL ADDRESS AND/OR PHONE NUMBER]
Dear Editor,

Regarding (insert name of article - if you are responding to one) lung cancer is the number one cancer killer. This year, an estimated 236,740 Americans will die from this deadly disease. I live with this knowledge every day because lung cancer has touched my life.

Through my involvement with GO2 for Lung Cancer, I have learned that spreading awareness can save lives. For example—did you know that life-saving lung cancer screening is available for an estimated 15 million Americans at risk for the disease, but less than 15% of people who met previous screening criteria were tested? When caught at an early stage, lung cancer is more treatable. I hope members of our community will decide to discuss early detection for lung cancer with their doctor today.

Together, we can confront lung cancer.

Sincerely,

[INSERT YOUR NAME]
[INSERT YOUR EMAIL ADDRESS AND/OR PHONE NUMBER]