



LUNG CANCER VOICES SUMMIT

MARCH 9-11, 2025

SHARING YOUR STORY

The following information provides ready-made tools for you to contact and talk with the media in your community.

How to Refer to GO2 for Lung Cancer

GO2 has established language to use when explaining who the organization is and what we do for the lung cancer community. Please try and use this specific wording so the message is consistent, no matter who is talking.

Who We Are

GO2 for Lung Cancer relentlessly confronts lung cancer on every front, every day, for everyone. Founded by patients and survivors, GO2 is dedicated to increasing survival and quality of life for those at risk, diagnosed, and living with lung cancer.

What We Do

GO2 is at the forefront of everything that's happening in lung cancer. We are 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 television news stations, radio programs, community newspapers, and online community news outlets.
- Local media is more likely to feature stories about residents from their community.
- More Americans trust their local newspaper/online, radio, or television stations than national media outlets.
- State and federal policymakers read local newspapers/online, watch local television stations, and listen to local radio.

How do I share my story with local media?

Identify Local Reporters

You can search online if you don't know your local media outlet. Google "[CITY] local media." Try to find a reporter who has written similar stories or one who covers healthcare and/or politics.

Develop a list of your local television, radio, and print/online outlets, their email addresses, and phone numbers. If you live in a small town, there may only be one media outlet.

Send Out Your "Pitch"

Your media pitch is an attempt to get a journalist or editor interested in your story so that they decide to cover it, resulting in media coverage. Most frequently, a media pitch is done by email, but it's also possible to pitch via social media platforms or by phone.

You should also pitch alumni outlets at your college or university. Consider any organizations that have publications like newsletters or magazines (fraternities, sororities, etc.) and any professional trade outlets. Many of those will be interested in your visit to Capitol Hill.

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, it is an opportunity to respond to the media outlet and insert your viewpoint into the issue or debate. Check the media outlet's website for submission guidelines for letters to the editor (number of words allowed, contact information, submission process, etc.). Typically, letters to the editor are approximately 200 words. You can submit a letter to the editor directly to your local media through GO2's Voter Voice: <https://go2.org/advocacy/take-action/>.

They covered my story! Now what?

If your story gets covered by local media or your letter to the editor is published, share it on social media and send a link to GO2's Senior Director, Communications Julia Spiess at jspiess@go2.org. You may also email her if you have any questions or need help pitching your story to local media.

Sample Media Pitch

Dear [reporter name],

Recently, I was honored to join healthcare experts, people with lung cancer, caregivers, and others impacted by the disease to educate my members of Congress about the urgent needs of the lung cancer community at GO2 for Lung Cancer's Voices Summit in Washington, D.C. New developments in lung cancer research and treatment hold promise for people like me.

[Add 2-3 sentences about your story and a sentence about your experience at Voices Summit.]

Research is critical for medical advancements, improved healthcare, and economic growth. On March 11, we asked our representatives to secure \$60 million for lung cancer research. Although lung cancer is the leading cause of cancer deaths in the U.S., it receives the least amount of federal research funding.

Attached, please find a photo of me at the event in Washington, along with my fellow lung cancer advocates. I am happy to answer any questions or provide additional information, if needed.

Sincerely,

[Name]

[Email address and phone number]

Sample Letter to the Editor

A letter to the editor can be submitted directly to your local media outlet through GO2's Voter Voice: <https://go2.org/advocacy/take-action/>.

Dear Editor,

This year, more than 226,000 Americans will die from lung cancer – the number one cancer killer. I live with this knowledge every day because lung cancer has touched my life.

[Insert 1-2 sentences about your connection to lung cancer and why you are writing this article. For example, are you responding to a recent article the publication ran?]

Recently, I was honored to join healthcare experts, people with lung cancer, caregivers, and others impacted by the disease to educate [name the Congressional members you met with] about the urgent needs of the lung cancer community at GO2 for Lung Cancer's Voices Summit in Washington, D.C. New developments in lung cancer research and treatment hold promise for people like me. We requested immediate action to reverse policies that disrupt critical cancer studies and delay new treatments. Additionally, we urged our representatives to pass legislation that secures \$60 million for lung cancer research. Lung cancer is the least funded of the top five cancer killers yet is the leading cause of cancer death.

Together, we can confront lung cancer.

Sincerely,

[Name]

[Email address and phone number]

Please contact GO2's Senior Director, Communications Julia at jspiess@go2.org if you have any questions or need help pitching your story to local media.

We're here to help!

