

# How to guide: Get the media talking

An initiative of



**World  
Cancer Day**  
4 February

**#IAmAndIWill**  
[worldcancerday.org](http://worldcancerday.org)



# Inspiring individuals and organisations wanting to engage with the media to make change this World Cancer Day



# Getting started

## Why engage with the media on World Cancer Day?

World Cancer Day offers a **significant opportunity** to showcase your life-saving work in cancer and provides a global platform to amplify your World Cancer Day support.

With over 14,000 press mentions in 145 countries this past World Cancer Day, you'll be able to tap into the incredible momentum and media attention around this day.

By engaging with the media as part of your communication activities, your organisation can gain **impactful news coverage** about your work - helping you to boost your fundraising efforts, amplify your advocacy messages, gain more volunteers, or grow your profile.

## How to engage the media

Every year, World Cancer Day focuses on a global story, which is sent to media worldwide, and is made available to UICC members a month ahead of World Cancer Day (and available to everyone in February).

We encourage everyone to use this opportunity to amplify the global story while ensuring it resonates locally by including your own timely news and work in the area, local data, insights, and case studies. In conjunction, you may also plan to send out your own press story with timely news to coincide with World Cancer Day.





## Plan your **media approach**

Think about what **message** you want to share to mark the day.

### Choose your **World Cancer Day messaging**:

- **Adopt the global World Cancer Day press story** by updating the template press release with localised data and insight to fit in with your recent work and your local context. (The global press release will be available to UICC members under embargo from January and available publicly in February on [worldcancerday.org](http://worldcancerday.org))
- Announce **a new cancer campaign** or promote your plans to mark the day
- Reporting on the **progress** being made in your existing campaigns with **new data or personal stories**
- **Call on your national governments to do more** (i.e. increase national cancer funding, create a National Cancer Control Plan, act on cancer commitments already made, etc.)
- **Raise awareness** on a current topic or issue that your organisation is focused on.

### Targeting **journalists**:

**Target journalists** as well as other media influencers – especially media contacts that you have particularly good relationships with.

If you don't already have a list of media contacts, you can start by researching contacts with an internet search or looking through relevant newspapers and magazines. Think about all media: print (newspapers and magazines), radio, TV and online news outlets.

It might be helpful to start your search by finding:

- Health, lifestyle, and science journalists, bloggers, and editors in your city and/or country
- News planning desks of all national and local outlets
- Social media influencers or local celebrity ambassadors with relevant connections to your organisation

## Start your media outreach 2-4 weeks ahead of World Cancer Day

Start your media outreach by sending a media advisory to your media list.

This will be your first opportunity to flag that World Cancer Day is approaching and to inform them of your plans for marking the day.



**Download a media advisory template [here](#)**

You can also support your media advisory with a World Cancer Day background note providing your contacts with more information about the current global cancer context and about the purpose of World Cancer Day.



**Download the World Cancer Day background note [here](#)**

### Haven't heard back?

After sending your first media advisory, wait a day or two and then feel free to **get in touch again by phone or email** if you haven't heard back.

To prepare your follow up call or email, you may want to have a short and simple script at hand outlining the key messages that you want to make sure journalists understand about your story.

## 1 week ahead of World Cancer Day

To ensure that your journalists have all the information they need, consider preparing and providing the following materials:

- **Press release** – a press release is like a news story from your organisation's perspective, with key information at the top and technical information explained. You can use the template World Cancer Day press release or create your own. See last year's World Cancer Day press release [here](#) for an example. If you do send out a press release, we suggest sending it out ahead of the day. Before you send it out, make sure that it has an embargo time/date of **4 February** in your local time
- **Readily available case studies** – these help to outline the work you do and the successes you've had to help support your press release
- **'Chatter sheets'** – these short factsheets include interesting, timely and brief information on topics relevant to World Cancer Day, current events, and your organisation's work, successes and policy asks
- **Readily available visual content** – photographs or video material of your World Cancer Day involvement, past or present. These can be useful for social media as well.



## Speaking about spokespeople

It's also a good idea to **have multiple spokespeople available** to offer to the media for interviews ahead of and during World Cancer Day.

Tips to prepare your spokespeople:

- Make sure that your spokespersons are well aware of the message you want to get across
- Provide them with talking points
- Feel free to ask your media contact for the interview questions in advance so you can understand the focus of the interview and prepare possible answers in advance

It may also be helpful to have short biographies or CVs outlining your speakers' background ready to send to the media.

## Media monitoring

It's a good idea to monitor the news coverage your organisation has achieved from World Cancer Day.

If you don't already use a media monitoring tool, some free or low cost tools include **ANewsTip**, **Mention** or a similar tool.

### Top Tip:

**Create a Google News alert to help you monitor when key topics (like your organisation's name) are mentioned on the web.**

Also, don't be afraid to ask your media contact to share with you any video, online or print coverage they have published or broadcasted following your collaboration and ask for their permission to re-publish on your own website and social media platforms.



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# Thank you for supporting World Cancer Day.

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Have questions? Email us at [hello@worldcancerday.org](mailto:hello@worldcancerday.org)



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World Cancer Day is an initiative of the Union for International Cancer Control.



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