



Top Tips for Dealing with the Media

On behalf of the more than 67,000 individual Breast Cancer Network Australia (BCNA) members and 288 breast cancer member groups across Australia, we would like to thank you for your time, effort and support in helping us to make *Pink Footy & Netball Day* 2012, our biggest and brightest yet!

This is the first year that *Pink Footy & Netball Day* has been run nationally and we need your support in spreading the word about your own event.

To assist you in promoting your planned *Pink Footy & Netball Day*, we've put together some tips on how to secure media opportunities and how to make the most of those that come your way.

Key Messages

To get your message across loud and clear, we strongly advise that you prepare and write down three key messages that relate to your purpose for participating in *Pink Footy & Netball Day* 2012.

We've suggested the below key messages:

1. We're participating in *Pink Footy & Netball Day* 2012 to celebrate and pay tribute to the women in our community who are personally affected by breast cancer, and to help raise money for Breast Cancer Network Australia (BCNA).
2. Monies raised through *Pink Footy & Netball Day* will go directly to BCNA, the peak national organisation for Australians personally affected by breast cancer. BCNA works to ensure that women diagnosed with breast cancer receive the very best treatment, care and support possible, no matter who they are or where they live.
3. We're asking the community to come down to the game on *Pink Footy & Netball Day* and cheer on our players in a show of support for women and their families who are affected by breast cancer.

*** We've also provided some additional information about BCNA at the end of this pack to help you when speaking to the media.



Making the News

There are many different story elements that journalists look for to 'make the news' – but if your story includes most of the key components listed below, you've got a great chance of getting your news in the local paper or on the radio.

Human interest -

Your organisation is participating in *Pink Footy & Netball Day 2012* to honour women from your community who are personally affected by breast cancer and to help raise money for Breast Cancer Network Australia.

Novelty -

'Sporting pink' for breast cancer once a year is fantastic and fun initiative that rallies friends, families and the local sporting community together for a great cause.

Well known people -

Local footy heroes, netball stars and breast cancer survivors will be what will give your story its 'celebrity' factor. You may also like to invite your local MP along to your *Pink Footy & Netball Day* to give your event another newsworthy element.

Colour -

Pink balls, pink teams and players and BCNA *Pink Footy & Netball Day* promotional products all make for a great photo in the paper.

Approaching the Media

Once you have finalised your key messages and news story, you're ready to start approaching the media. We suggest you initially approach the media approximately two weeks before your event and then follow up with your local media closer to the day. Please see below for a list of ways you can go about alerting the media to your story:

- Call the news desk or editor at your local newspaper;
- Call the news room at your local radio station;
- Call the news room at your local television station;
- Develop a media release (please see the template provided) and send it to your local newspaper, radio station and / or television station;
- If you do send out a media release, it's a good idea to follow up with a phone call to the newspaper, radio station or television station to ensure they have received the media release and that they have all the information they need; and,
- Your local TV station, radio station and newspapers will probably have a 'What's On' section previewing what's coming up in your local community. By approaching your local media and getting your event on their calendar you will get as many people along to your event as possible!

Interview Checklist

The below list is a good way of preparing for an interview if you are approached to talk to the media about *Pink Footy & Netball Day 2012*.



- Have I got all the information (dates, times, locations, contacts details) required to answer questions on the event?
- What are my three key messages?
- Have I got some BCNA *Pink Footy & Netball Day* promotional items to wear or have in the photo shot/onscreen?

About Breast Cancer Network Australia (BCNA)

Breast Cancer Network Australia (BCNA) is the peak national organisation for Australians personally affected by breast cancer. We inform, empower, represent and link together people whose lives have been affected by breast cancer

BCNA works to ensure that women diagnosed with breast cancer, and their families, receive the very best treatment, care and support possible – no matter who they are or where they live

BCNA has over 67,000 members (90 per cent are breast cancer survivors) and connects women to more than 288 breast cancer Member Groups across the country

BCNA is represented by the pink lady silhouette, which depicts the organisation's focus – women diagnosed with breast cancer

BCNA provides information to help women make decisions about their treatment. BCNA resources include:

- *My Journey Kit* (for newly diagnosed women)
- *Hope & Hurdles* (for women living with secondary breast cancer)
- *My Care Kit* (for women who have had breast cancer surgery)
- Brochures including *Helping a Friend or Colleague with breast cancer* and *Messages of Hope & Inspiration* and information 'fact' sheets on various issues including Clinical Trials, Hereditary breast cancer and Travel Insurance.
- The Beacon magazine (free, quarterly)
- The Inside Story, a supplement to The Beacon for women with secondary breast cancer
- BCNA Website
- BCNA Online Network

BCNA raises public awareness of breast cancer through events such as:

- *Pink Footy & Netball Day*
- Pink Bun Fundraising Campaign
- *Field of Women LIVE* - Melbourne May 2010, Sydney 2007, and Melbourne 2005
- Field of Women events in regional locations
- Mini-Fields of Women in communities across the country

To find out more or contact BCNA, phone 1800 500 258 or visit www.bcna.org.au

For more information about media and *Pink Footy & Netball Day* 2012, please contact - BCNA media enquiries:

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