



Having Your KIDNEY Donor Find YOU!

Getting a Story Written About You

An opening approach is to put yourself in the writer's place...think what they need and then see if your story might fit the bill. For example: Imagine your local neighborhood paper is mostly real estate, retail or medical ads. In between those ads they look for short, upbeat local stories to keep the tone positive. With a catchy heading, your unique story about needing a kidney might well be of interest!

So to get started, take your basic story and consider the fit for each potential outlet. You may need to modify the way the story is written, and consider adding details or eliminating others.

Think what will motivate a journalist to write about you? There isn't a set formula, but below you'll find some helpful tips. Once you send the idea to a writer, paper or radio station it's important to be persistent in following up. They get so many inquiries that you will rarely hear back from the writer without some prompting. That said, the payoff of getting a story written about you is worth the effort and can make the difference.

Here are some ideas about getting a story written about you:

- At first, target local newspapers or radio (where more people might know you). You can advance to larger formats or TV later.
- Find a journalist that writes about health or human-interest stories.
- One woman I helped has had her story written in nine different local newspapers and aired on a TV station.
- Have some data to share since the writer/reporter doesn't likely know much about transplants. This can include number of people on the waiting list, number of living kidney transplants performed every year, the dangers and debilitating effects of dialysis, etc. There's a Supporting Resource: "How to Find Kidney Transplant Data."
- Keep the journalist up to date on your progress.
- Send the journalist other articles about the kidney transplant community. You can find articles by using Google Alerts. Learn how to use them in the Supporting Resources, "How To Use Google Alerts"
- Attend or volunteer at local blood drives or other events.
- Print flyers and a business card. Take pictures of these and show them to the journalist.
- Did I mention to be persistent!

This can be a very effective way to get your story shared more broadly. Articles like this often stimulate conversation and you may well help yourself - and others in need too.

Please share stories written about you with me to help inspire others.