



## Guidelines for Working with the Media

Below are guidelines for Melanoma Research Foundation (MRF) volunteers to use when pitching the media.

### Find the Right Contact

- Contacting the correct reporter is the first step to getting your local news outlet to talk about melanoma. Contact the reporter who writes about health, science or local community/human interest stories. Scan your local news outlet (newspaper, website, etc.) for similar stories and identify the names of the reporters authoring those articles.

### Get Personal

- Most reporters want to know how the problem or issue at hand affects members of their community. So get vulnerable – share your personal story with the reporter. Tell them how melanoma has impacted your life, either as someone who is personally battling the disease or as someone who has witnessed the devastating effects first hand.

### Get Local

- Use local [facts and figures](#) to illustrate how melanoma is impacting your community or state. This provides the reporter with the data he/she needs to include in an article or news segment.

### Throw in Some Third-Party Credibility

- Reporters want facts and third-party references to lend credibility to their news coverage. The MRF can offer reporters information about melanoma prevention, early detection, research and treatment, and connect them with leading researchers. *If you are volunteering with the MRF, we encourage you to tell the reporter you are a “volunteer with the organization and you’ll be happy to introduce the reporter to the MRF for additional information or an interview.”* ***If you choose to do this, please clarify to the reporter that you are not an employee or an official representative of the organization.***

**Questions about working with the media or want to connect the MRF with your local news outlet? Call (877) 673-6460 or email [media@melanoma.org](mailto:media@melanoma.org).**