

Breast Cancer Awareness Month in October provides a great opportunity to raise awareness of 3D mammography. Below are tips for approaching the media in your area. These suggestions can be put into practice at any time of the year when you have news to deliver.

Step 1: Identify Your News

Reporters are generally eager to cover these types of stories:

- **Launch of 3D at your Site:** Invite reporters to see the technology first hand or get a 3D mammogram and film the experience.
- **Patient Story:** The human interest element helps bring technology to life, especially if you have access to a patient willing to share a compelling story about their experience with 3D mammography.
- **“Free” Mammograms/Community Event:** Inviting a reporter to your event is a great way to build a relationship and may pique their interest in your story.
- **Mobile Coach:** Inviting reporters to tour a 3D mobile coach (if you have one or if Hologic’s coach is in your area) is a great way to showcase the new technology.



Step 2: Identify Local Outlets

An initial scan of your local media outlets is important in identifying your target list of ideal reporters. Ask yourself:

- Who am I trying to reach? Referring physicians? The general public? Payers? All of these audiences? What local media outlets do they read or visit online?
- What are the local broadcast news affiliates (ABC, FOX, NBC, CBS, etc.) in your area?
- What are the popular daily newspapers?
- What are the local radio stations that have news programming?
- What are the local news websites and blogs (Patch, Business Journal, Medical Journal, etc.)?
- What are the local magazines?



Step 3: Build a Targeted Press List

Build a press list including contact information for each outlet and the reporter(s) you plan to contact. You can use a media service that provides contact information with a subscription, scan the outlet’s web site for info, or you can contact the news station or publication for the email and phone number of the reporter you wish to reach.

Search for relevant stories at each outlet. You'll want to keep a record of the reporter responsible for each story to include in your final press list.

Step 4: Create/Collect Press Materials

Check out samples in Hologic's Pink Ribbon program

- **Press Release:** A written statement to the media announcing your news.
- **Images:** It is helpful to have high-resolution images on hand to assist a reporter writing a story. These images should be of good quality and specifically relate to 3D mammography and/or your imaging center.
- **B-Roll:** News stations fill segments with background footage (B-roll) that illustrates what 3D mammography is and how it works.

MEDIA TIPS

**Keep up on publication deadlines by looking at editorial calendars*

**Target reporters who write on relevant topics, like health care and women's health*

Step 5: Delivering your News

- **Write an email pitch** - here are some rules of thumb: personalize as much as possible by referencing a reporter's relevant past stories; keep it brief and to-the-point; mention that you have images, b-roll, doctors to comment, etc.

There are multiple ways to write an email pitch depending on the media opportunity:

Comment on a relevant story

"Just caught your story on x. I especially liked (be specific). Have you thought about (how it's related to you/your imaging center)?"

Refer to the editorial calendar	<i>"I noticed you're writing about X in the August issue of your magazine, and I wanted to provide you with some information that may be of interest to your readers."</i>
Announce breaking news	<i>"Our center as you know is a leader in providing quality care for women. We are excited to announce..."</i>
Invite the reporter to an event	<i>"I wanted to give you a heads up about some exciting news/event..."</i>

- **Distribute your press release** – Send the release to the reporters on your media list. Consider also distributing via a news wire service such as PR Newswire, BusinessWire or PR Web.

Step 6: Following Up

Follow up emails are very important because most of the time, reporters won't reply until you follow up or contact them more than once. The best way to reach a reporter is usually on the phone or with a secondary email. After multiple attempts at getting in touch, it's important to take the hint and not push too hard. Try a new contact at the same outlet. Maybe they have greater interest or more time to work on your story.