

April is
National



Month



MEDIA KIT
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TIPS FOR REPORTERS

OUR MISSION

To *Save* and *Heal* lives through donation.

OUR GOAL

Our hope is that, by fostering a greater understanding of donation and transplantation through stories in the media, we will register more organ donors, and in doing so, offer hope to those waiting for a life-saving transplant, while also honoring the truest heroes of donation: the donors and their families.

CALLS TO ACTION

- Register as an organ donor today.
- Sign-up online at registerme.org.
- Check “yes” when you renew your license.
- Register by phone at 1-877-DONOR-PA.
- **#EveryoneCanGive**
- One organ donor can save eight lives.
- One tissue donor can heal 75 others.
- Tag us on social media [@COREDonateLife](https://twitter.com/COREDonateLife).

SUGGESTED COPY: ORGAN DONATION

- Nationally, more than 100,000 people are waiting for a life-saving organ transplant.
- Every day, someone local dies waiting for a life-saving organ transplant.
- Myths about donation keep people from registering as donors.
- Organ and tissue donation does not interfere with an open casket funeral.
- All major religions support donation for its humanity and compassion.
- Anyone can become a donor, not just people who are young or in perfect health.
- No matter what, doctors do everything to save a life, and they are never part of the transplant team.
- Each of us is more likely to need a transplant in our lifetime than we are to be a donor after we pass away.
- Diseases, like high blood pressure and diabetes, or even common viruses can destroy the body’s organs.
- Too few people register as organ donors so very few organs are available for transplant.
- Would you want a second chance at life? Remember, if nobody gives, nobody gets.
- Registering takes away a major stressor from your family because they’ll know exactly what you wanted.
- Donation would give your family a legacy they can find strength and comfort in, should the unthinkable happen.

USING THE RIGHT WORDS

APPROPRIATE TERMS | INAPPROPRIATE TERMS

"Recover" organs	"Harvest" organs
"Recovery" of organs	"Harvesting" of organs
"Donation" of organs	"To harvest" organs
"Deceased" donation	"Cadaver" donation
"Deceased" donor	"Cadaveric" donor
"Mechanical" support or "Ventilated" support	"Life" support
Organs, tissue and corneas	"Body parts"
"Brain Death"	"Coma"
"Enhanced" risk	"High" risk

TELLING THE TRANSPLANT STORY

- In language, tone and images used, be mindful and respectful. The Society of Professional Journalists (SPJ) Code of Ethics calls on reporters to "*Do No Harm*" by treating all story subjects as human beings deserving of respect and compassion. In accordance with this principle, we recommend against using imagery of operating rooms and surgical procedures as well as words like "cadaver" and phrases such as "pull the plug."
- Organ donation is a rare and generous event. When a story on organ donation does not include a call to action to register as a donor or a mention of each donor's generous gift, the public is left with an overly simplistic understanding of organ donation. Always conclude a donation/transplantation-related story with an opportunity for viewers, listeners and readers to register as an organ donor: "*To register as an organ donor, please visit registerme.org or check the box at your next trip to the DMV.*"
- Most transplants don't happen without the generosity of a donor and a donor family who, amidst their grief, made the choice to give the gift of life. When reporting a story focused on an organ recipient, take the opportunity to honor the gift given: "*This story is possible because of the generosity of an organ donor.*"
- Stories with sensationalized or inaccurate information are damaging to the public trust, to those awaiting transplantation, and to the honor of donors and donor families who have given the gift of life. If ever in doubt, contact media@core.org for more information or to talk to an expert.

NUMBERS TO REMEMBER



the number of people who die annually who are considered medically suitable to donate organs, tissue and corneas; only a fraction donate.



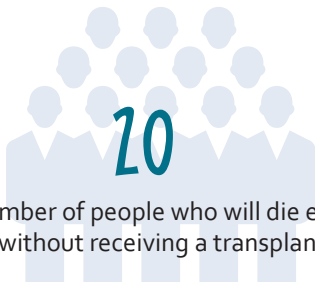
the rate at which someone new is added to the organ transplant waiting list.



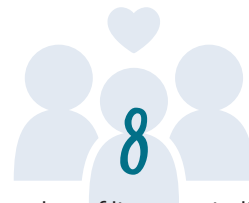
the number of people awaiting an organ transplant nationally.



the number of people awaiting tissue and cornea transplants each day.



the number of people who will die each day without receiving a transplant.



the number of lives one individual can save as an organ donor.



the approximate number of people awaiting transplantation in western Pennsylvania and West Virginia.



the number of lives one individual can heal through tissue donation.