



TEAM MEDIA HANDBOOK

CONTACTS

Katelynn Metz, Sara McMahan, Cheryl King
media@core.org or TGA@core.org
(412) 963-3550 or 1-800-DONORS-7

Messaging Tips

DONATION IS A TRIBUTE TO LIFE

Share your personal experiences with donation and transplantation, while keeping in mind that today's life is a tribute to donors and donor families.

CALL TO ACTION

The purpose of telling your story is to inspire others to register as organ, tissue and cornea donors. Our goal is that each person leaves informed of their opportunity to donate and empowered to save and improve the lives of countless donors through the decision to register. Please end all speeches with a call to action by encouraging everyone in the audience to register to be a donor on their driver's license, state ID or online at core.org/register.

DISPEL THE MYTHS

There are many misconceptions about donation, and they are a major barrier to the donation process. Time permitting, the audience should understand the facts on donation. You can read more about those myths and misconceptions on the following page.

DO THIS

- Keep to the allotted time.
- Use the words "recovery" and "brain death."
- Talk in simple terms.
- Please remember to speak about how your transplant or donation experience has positively affected you.
- Speak slowly, and remember to look up and make eye contact with the audience.

DON'T DO THIS

- Use the word "harvest." It's harsh on the public ear.
- Say "they're kept on life support." Individuals being evaluated for donation have died. There is no need for life support. They simply are on a ventilator that is providing oxygen.
- Rely on note cards or papers. If you lose your place, you and your audience will be distracted. It is better to speak from the heart.
- Use clinical jargon or try to impress the audience with your knowledge of healthcare terminology.
- Think you must be an expert or professional speaker. You are sharing your story, which no one can do better than you.

Using the Right Words

WHO IS TEAM ALLEGHENIES TRANSPLANT? Team Alleghenies Transplant is a group of organ donation advocates from western Pennsylvania and West Virginia from whom donation has changed our lives for the better. Now it's our mission to save and heal lives and broaden awareness about organ, tissue and cornea donation by increasing the number of people registered as donors.

Every other summer, the team attends The Transplant Games of America (TGA), so that transplant recipients can show the world that having a transplant is a second chance at a full, productive, and inspiring life, while also confirming to their donor families what their gift means to them. During this truly unique and inspiring week, 40 state teams and several international teams from countries including Brazil, Australia and India, made up of transplant recipients and living donors, compete in twenty athletic and recreational competitions.

Team Alleghenies Transplant is funded and supported in large part by the Center for Organ Recovery & Education (CORE), one of 57 federally designated not-for-profit organ procurement organizations (OPOs) in the United States.

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

Dispelling the Myths

MYTH

FACT

If I'm in an accident and they find my license, medical professionals will not try to save my life.

When you go to the hospital for treatment, paramedics, nurses and doctors focus on saving your life — not somebody else's. CORE is only notified after all life-saving efforts have failed.

Maybe I won't really be dead when they recover my organs.

Although it's a popular topic in the tabloids, in reality, people don't start to wiggle their toes after they're declared dead. In fact, people who have agreed to organ donation are given more tests (at no charge to their families) to determine that they're truly dead than are those who haven't agreed to organ donation. Donation doesn't happen until after brain death has been declared by a physician.

There is no difference between brain death and being in a coma.

Brain death is pronounced when there is a lack of blood and oxygen flow to the brain. Brain death is the medical, legal and moral determination of death. To verify brain death, a series of tests are performed over a period of time, and more than one diagnosis is required before the donor's family is presented with the opportunity to donate. There is no recovery from brain death.

My body will be mutilated and disfigured if I would donate.

Organ and tissue donation will not interfere with traditional funeral arrangements such as an open casket. Doctors maintain the utmost respect for the donor and organs are removed in a routine operation similar to other types of surgeries.

Organs go to people who didn't take care of theirs.

Organs go to people who were born with or developed diseases that have caused organ failure. Less than 5 percent of those waiting need a transplant because of their own behaviors or choices. For those people, they must achieve and sustain sobriety before they can be listed for a transplant.

I am too old to become an organ donor.

No one is ever too old or too young to give the gift of life. Every potential donor is evaluated on a case-by-case basis at the time of their death to determine which organs and tissue are suitable for donation.

I am too sick to donate.

Few illnesses or conditions prevent someone from being a donor. People with diabetes, heart disease, cancer, hepatitis and even HIV have saved lives through organ and tissue donation. At the time of death, CORE reviews medical and social histories to determine suitability for donation. Although someone may not be able to donate blood, it does not always prevent the individual from donating organs and/or tissue.

My religion does not support donation.

All major religions consider organ donation to be an individual decision, or support it and see it as the final act of love and generosity toward others.

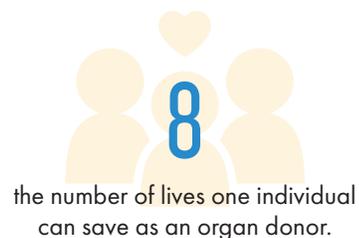
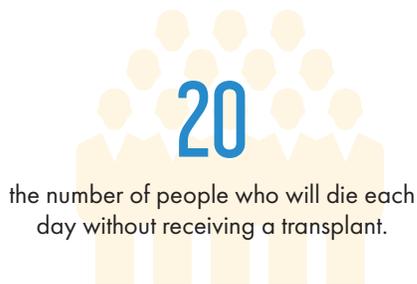
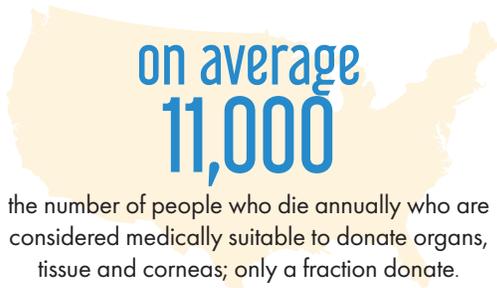
Wealthy people are the only people who receive transplants.

Financial and celebrity status do not determine who receives a transplant. A national computer network, maintained by the United Network for Organ Sharing (UNOS), matches organs according to height, weight and blood type, followed by medical urgency and then time accrued on the waiting list. Age, race, gender, religious affiliation or financial status are not factors that determine who receives a transplant.

My family will have to pay for costs related to my donation.

Donors and their families are not responsible for any costs related to donation. All costs are incurred by the organ procurement organization.

Numbers to Remember



Telling Your Story

TRANSPLANT RECIPIENT

- I. Personal Introduction
- II. Story
 - a. Life Before Transplant
 - b. Realizing the Need for Transplant
 - c. The Wait
 - d. Impact on Family and Friends
 - e. The Transplant
 - f. Life After Transplant
 - g. Reflection on Donor and Donor Family
- III. Questions (if appropriate and with time permitting)

WAITING LIST CANDIDATE

- I. Personal Introduction
- II. Story
 - a. Life Before Need for Transplant
 - b. Realizing the Need for Transplant
 - c. The Wait
 - i. Limitations
 - ii. Fears
 - iii. Reflection on Potential Donor and Donor Family
 - iv. Impact on Family and Friends
- III. Questions (if appropriate and with time permitting)

DONOR FAMILY

I. Personal Introduction

II. Story

- a. Reflecting on the Life of Loved One
- b. Prognosis / Accident
- c. Hospital – Donation Process
- d. Impact on Family and Friends
- e. Honoring Loved One
- f. Donation / Transplantation Reflection
- g. Contact With Recipients

III. Questions (if appropriate and with time permitting)

LIVING DONOR

I. Personal Introduction

II. Story

- a. Life Before Donation
- b. Deciding to Become a Living Donor
- c. Testing
- d. Impact on Family and Friends
- e. Life After Transplant
- g. Reflection on Recipient and Recipient Family

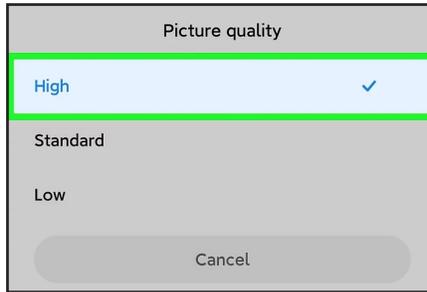
III. Questions (if appropriate and with time permitting)

Shooting Photos & Videos

Step 1: Prep the Camera



Make sure the lens is clean and that your battery is charged up!

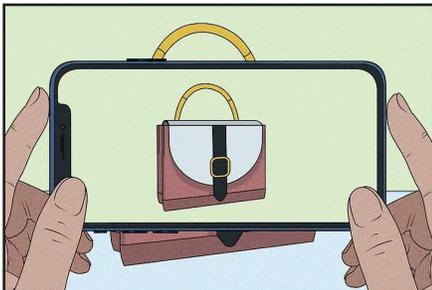


Set your photo/video quality to "High". This could use storage.

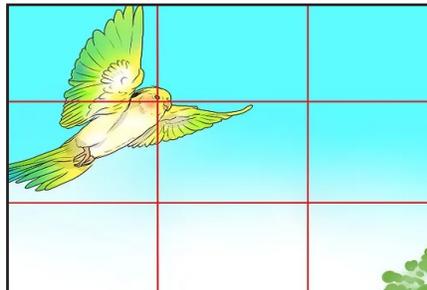


Make sure there is enough light and not too much noise.

Step 2: Prep the Shot



Shoot holding the phone sideways, keeping fingers off the microphone.



Frame your photo or video using "Rule of Thirds" and "Negative Space"



Focus, focus, focus!

Step 3: Set the Stage



Step 4: Shoot a Sequence!

Five-shot sequence shooting is a great way to capture an event from start to finish. Make sure to get at least 10 seconds of each shot on video. In a five-shot sequence, the first shot is a close-up of a subject's hands — a pianist, for example, tickling the ivories. The next shot is a close-up of the subject's face. For the third shot, move back from the action and capture a medium shot of the subject. Next, move to an "over-the-shoulder" shot. Standing just behind the subject, shoot downward toward the action — hands on the keyboard, for example — showing what's happening from a point-of-view. For the final shot, think of the most creative composition possible. You might use an unusual angle, shooting from the ground or high above the subject's head, or you might move far away and capture an extreme wide-angle shot.



1. HANDS

Close-up of the hands. This creates a sort of mystery or introduction about what action/event is taking place.



2. FACE CLOSE-UP

This introduces the subject(s).



3. CONTEXT SHOT

Medium shot to show the context: what is going on and where. Do not use a wide shot, since that's an establishing shot, which you've got.



4. OVS SHOT

Over the shoulder shot (to show what is being looked at). Think of poker for example...OVS looking at cards in someone's hands.



5. UNEXPECTED

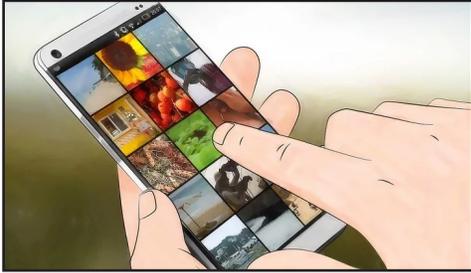
Be creative: use an unusual angle, shoot up from the ground, or above, like a birds-eye view!



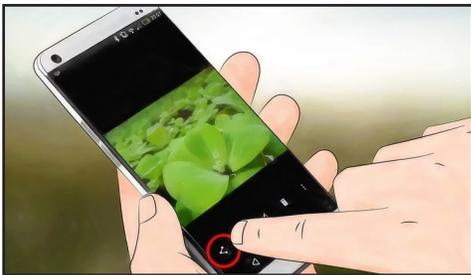
Sharing Your Photos & Videos

Android

Make sure that the photo or video that you're trying to send is saved onto your phone.



Tap the Share icon and choose your desired email. The share icon is two small arrows with one circle between them. After tapping the share icon, you are given a number of options, depending on the digital accounts associated with the phone.



After choosing your email option, you will be brought to a screen where you can navigate through the phone's photos. Select images by gently tapping on the image you want to send.



iPhone

Open your photo app and find the photo/video you want to send.



Click "Select" at the upper right hand of your screen, then click the photo/video you wish to send

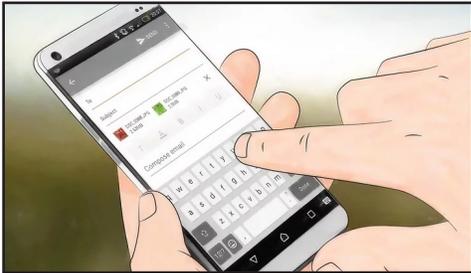


Click the share symbol and attach to your mail. The share symbol is at the bottom left of the screen and looks like a square with an arrow pointing upwards. After tapping the share option, tap "Email photos". Some iPhones require you to tap "Next" and then "Mail". Repeat these steps until all the pictures and videos you want to email are attached.



Android

Tap the next button after picking your photos/video. This will carry the chosen photos into a new window, where they will be attached to an email.



Compose your email message and send. By tapping on the fields, enter the following email contact: "TGA@core.org". You can also add a subject here.



iPhone

After you click on the mail icon, a new message will appear. Click on the "To:" field if your cursor is not already on it. Type in this address: "TGA@core.org"



Once all pictures are attached, select send at the top right corner of the screen



Sharing on Social Media

SUGGESTED POSTS & HASHTAGS

- **#Organdonation** changed my life for the better. Because of my donor, I'm celebrating life at the **#TransplantGames**
- We're at the **#TransplantGames**, honoring organ donors including _____, who make life possible.
- If you haven't already done it, make sure to sign up as an **#organdonor** today at registerme.org!
- Congrats **@teamallegheniestx** on the win! **#DonateLife**
- At **#TGA** with **@teamallegheniestx** and **@COREdonatelife** celebrating donors and what's possible with good health!
- **#donatelife #transplantgames #teamalleghenies**
- **@DonateLifeAmerica @COREdonatelife @teamallegheniestx**

Photo/Video Checklist

BEFORE YOU LEAVE

- Photo or video with your donor hero at home
- Photo or video with your previous medals
- Photo or video with luggage outside your home
- Obligatory selfie!

THE JOURNEY THERE

- Photo or video in the car on the way to airport
- Photo or video at the airport
- Photo or video on the plane
- Photo or video landed in San Diego (We're here!)
- Photo or video of CA/San Diego Sign

FIRST IMPRESSIONS

- Photo or video of walking into games
- Photo or video of seeing people you know
- Photo or video of you signing up/registering
- Photo or video of you taking it all in
- Photo or video "ESTABLISHING SHOT"
- Photo or video of a TGA sign/TGA village
- Photo or video of the Donate Life flag
- Photo or video of anything with Donate Life on it
- Photo or video of your team pin

MOMENTS IN TIME

- Photo or video at the kick-off dinner
- Group photos (posed)
- Action shots at each event (sequences!)
- Opening Ceremony (sequences!)
- Donor Ceremony (especially our donor families!)
- Medal Ceremony

EVENTS

- Photo or video of 5k Run/Walk
- Photo or video of Badminton
- Photo or video of Ballroom Dancing
- Photo or video of Basketball
- Photo or video of Bowling
- Photo or video of Cornhole (Bean Bag Toss)
- Photo or video of Cycling
- Photo or video of Darts
- Photo or video of Golf
- Photo or video of Lyrics for Life
- Photo or video of Pickleball
- Photo or video of Swimming
- Photo or video of Table Tennis
- Photo or video of Tennis
- Photo or video of Texas Hold-em Poker
- Photo or video of Track and Field
- Photo or video of Trivia Challenge
- Photo or video of Volleyball
- Photo or video of Youth Olympiad

JUST FOR FUN

- Lots of individual and group selfies
- Photo or video of muscle flexing!
- Photo or video of the beach
- Photo or video of "San Diego" (ex: Sea World)
- Photo or video of team members laughing
- Photo or video of team members hugging
- Photo or video of team members with medals