

How-To-Guide: Media Interview Do's and Don'ts

Thinking of sharing your story with the media or inviting media to your fundraising or recruiting event? Here are some do's and don'ts.

PREPARATION:

- What do you want the media to know about your event? Think of 2 - 3 reasons why you are hosting the event and why it's important for the community to come together for The Weekend to Conquer Cancer™.
- What do you want the media to know about The Weekend? Think of 2 - 3 stories in advance about why you are participating in the event.

ALWAYS:

- Refer to the event as 'The Weekend to Conquer Cancer™' or 'The Weekend' in support of Princess Margaret Cancer Centre.
- Share your story and focus on your personal journey and connection to the cause.
- If you've participated before, focus on what the experience was like during the event and why you're coming back.
- Acknowledge community support.

REMEMBER:

- When talking to the media, you are always 'on the record'. They have the right to publish anything you share.
- Think about your answer before responding. If you have to pause and think, it's okay!
- For phone or pre-recorded interviews: If you don't know the answer to the reporter's question, tell them you will get back to them with the correct answer and reach out to your walker coaches for support at torontocoaches@conquercancer.ca.
- For live interviews: If you don't know the answer to the reporter's question, you can admit that you are not sure and think of a related message that you do know and share that.

Info about The Weekend to keep in mind:

What is The Weekend to Conquer Cancer™ benefiting Princess Margaret Cancer Centre?

- The Weekend to Conquer Cancer™ is a life-changing fundraising experience that gives walkers multiple ways to Conquer Cancer in Our Lifetime. Starting on Friday with City Nights and finishing with Day Trip and Family Rally on Saturday. Walkers can participate in all events, or choose the one that best suits them.
- The Weekend to Conquer Cancer™ takes place from September 11-12, 2020.

To register, donate or request information, call [416] 815- WALK [9255] or visit weekendtoconquercancer.ca

2. Where does the money go?

- Funds raised through The Weekend to Conquer Cancer™ support Future Care Now at Princess Margaret Cancer Centre, one of the top 5 cancer research centres in the world. Funds raised enable Princess Margaret Cancer Centre to deliver Future Care Now by accelerating cancer research, education and clinical care benefiting patients at The Princess Margaret, across Canada, and around the world.

3. \$1,500 or \$2,000 is a lot of money to raise? Why is this the minimum?

- The purpose of the The Weekend is to raise substantial funds to support Future Care Now at Princess Margaret Cancer Centre.
- This vital work requires major funding to operate and from the moment walkers register, they will have access to a full support system.