



## Tuesday's With...

### Living Kidney Donors Network

March 24, 2014

Previously these updates were called: Share Your Spare Updates. Living Kidney Donors Network has changed the name from "Share Your Spare" to "Tuesday's With...." and you could personalize the title with your name, e.g. "Tuesday's With Harvey"

This is playing off of the best selling book, "Tuesday's with Morrie" by Mitch Albom.

The following link describes a story of a woman who read an article about someone needing a kidney transplant and ended up donating to that woman. So how to you get a story written about you?

<http://www.indianagazette.com/news/home-lifestyle/mothers-connect-through-kidney-donation,19425410/>

First, write out your story. This results in providing you with a better framework of what you want to say to people about your situation...and it will be used to contact journalists to encourage them to write about your need for a kidney transplant.

What will motivate a journalist to write about you? There isn't a set formula, but here are some ideas. What is most important is being persistent. One woman I've been helping, Rosemarie Meuse has had her story written in 9 different local newspapers and aired on a TV station. She is trying to get her story in the Boston Globe and the Boston Herald. Her requests thus far have not resulted in an article but she is not giving up. Google her name and you'll see some of her stories. Here are some ideas on how you can get a story written about you:

- At first, target local newspapers.
- Find a journalist that writes about health or human-interest stories.
- Be prepared with data, # of people on the waiting list, # of living kidney transplants every year, # of people who die while waiting and there are many other stats.
- Keep the journalist up to date on your progress.
- Send the journalist other articles about the kidney transplant community. We post them on our Facebook page. [Click Here](#) to Like our Facebook page. LKDN has a page of articles/links that you could use. [Click Here](#) to go to that page.
- Attend or volunteer at local blood drives or other events.
- Print flyers and business card. You could place the flyers on public bulletin boards and pass out the business cards at the above mentioned events you attend. [Click Here](#) to go to the LKDN home page to find info about the business cards and flyers.
- Did I mention to be persistent.

Future updates will include more ideas on how to reach journalists.

#### Here's your Tuesday's with.... Tip!

It's a simple one, tell your friends and family members that you are trying to get an article written about you in the local paper. Include the link from the article above as an example and ask if they know anyone from a local paper or journalist that you could contact. Maybe someone can help you write out your story. People want to help if you provide them with something they can accomplish.

Can you suggest another way to let others know about your need? Please share it with us by [Clicking Here](#) and we will include some of them in our next Tuesday's With... update.

If you know someone else in need of a kidney transplant you can forward this by [Clicking Here](#). Feel free to pass this on to your doctor or a dialysis or transplant social worker and suggest that they forward this to their patients.

Until next week, we wish you the best in your journey.