

Media Tips

Donor Alliance Mission: Donor Alliance saves lives through organ and tissue donation and transplantation.

Vision: As a center of excellence, Donor Alliance serves all who need transplantation by optimizing available organs and tissues with a commitment to education, collaboration, innovation, and influencing policy.

Our Goal: To educate and inspire Coloradans and Wyomingites to register as organ, eye and tissue donors and discuss their decision with loved ones.

Your Role: Share your personal story of being touched by donation or transplantation to inspire other people to register to save and heal lives as organ, eye and tissue donors.

1. Interview Preparation

- Know your audience (What type of media outlet?, Who reads/watches it?)
- Work with us to prepare key messages and anticipate questions (they tell you in advance)
- Practice, practice, practice, and focus on both verbal and non-verbal communication:
 - ✓ Appearance
 - ✓ Nervousness, shifting, chair swiveling, hand wringing
 - ✓ Eye contact (with the interviewer)
 - ✓ Speaking pace, “um”s, “ah”s, pauses, tone of voice

2. Interview Basics

- Know your key messages (plan what you want to say)
- Keep your answers short and to the point
- Be yourself and tell your story in your own words; internalize, don’t memorize
- Be conversational but do not lose sight of your agenda
- Politely refute untruths or misconceptions
- Remember, your role is to share your own personal story. Refer tough or specific inquiries on donation/transplantation to Donor Alliance’s PR representative

3. Avoid

- Jargon or acronyms
- Speculating/guessing or positioning your personal opinion as the official position
- Arguing or rambling
- Commenting on rumors (ie. ‘I’m not aware of that, but what I do know is...’)
- Avoid terms like “harvest” or “cadaver” instead use “recover” or “deceased”

4. Dress appropriately : Dress conservatively for television, avoiding:

- Overly bright colors such as white, neon
- Shirts or jackets with narrow stripes (the stripes will appear as vibrating on TV)
- Bright, dangling jewelry that may reflect light and distract the viewer

We encourage:

- Pastel shirts, solid jackets and a colorful tie or scarf
- A Donate Life pin (ask us for this if you don’t have one)
- If offered, both males & females should accept makeup (bright lights used can make skin appear pale)

Register your decision to become an organ, eye & tissue donor quickly and easily online at www.DonateLifeColorado.org / www.DonateLifeWyoming.org or by saying YES when renewing your driver’s license!

Contact us with any questions-we’re here to help you!

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About Donor Alliance

Donor Alliance is the federally-designated, non-profit organ procurement organization and an American Association of Tissue Banks (AATB) accredited tissue bank serving Colorado and most of Wyoming. As a recognized leader in facilitating the donation and recovery of transplantable organs and tissues, Donor Alliance’s mission is to save lives through organ and tissue donation and transplantation. To achieve this mission, Donor Alliance employs an effective family approach and recovery programs in more than 100 hospitals. Donor Alliance also inspires the public to register as organ and tissue donors through community partnerships, public outreach and education campaigns throughout its donation service area. For more information visit www.DonorAlliance.org, or the [Donate Life Colorado](http://www.DonateLifeColorado.org) or [Donate Life Wyoming](http://www.DonateLifeWyoming.org) Facebook pages.