



**EYE DONATION
MONTH**
NOVEMBER 2019

STORY ANGLES TO PITCH TO MEDIA

- 1. Myths vs Facts.** Who's a candidate for cornea donation and who isn't? Ask the media to help you dispel common myths and get straight to the facts. Download the [Separating Myth from Fact](#) document for content.
- 2. The Power of Your Stories.** There are so many stories to share about eye donation – from restoring sight to medical advances. Put the spotlight on those involved in eye donation, from donor families to recipients, to the surgeons, nurses, technicians and others who make it happen every day.
- 3. Cornea Transplant: From Donor to Recipient.** Take the mystery out of how cornea transplant works by inviting media to learn about the process. Invite them to your Eye Bank or to meet with a transplant surgeon for an overview of what's involved in restoring sight.
- 4. New technologies in donation.** Advances in the past 10 years have allowed eye surgeons to shorten recovery time for some procedures from six months to around two weeks. Showcase new technologies to the media and invite them to gain a new understanding for what a cornea transplant looks like.
- 5. Famous donors and recipients:** Share a story about a local, state or a nationally well-known individual who donated his or her corneas, donated those of a loved one or who received a transplant. Leverage their "celebrity status" to interest media in reporting on Eye Donation Month and the gift of sight.