

Media Guide

March is right around the corner and that means Myeloma Action Month (MAM) is coming; you should consider how to maximize the impact of your MAM activities through media outreach. Here are a few ideas that could help get the word out about your event or tell your whole state about your accomplishments in raising awareness!

Contact your local newspaper or radio station

Local papers love to publish stories about people in the area doing something for a good cause. Write a letter to the editor and share your story; they might just feature your event in the next issue. Radio stations also report on local happening and could become interested in your story. If you need help finding contacts, send us an email at advocacy@myeloma.org and we will be happy to assist!

Send out a notice on social media

Do you use Twitter, Instagram, Vine, Facebook or any other social media sites? If so, take a moment and post a little something about your accomplishments. Blogs are also another great way to share with the world. Several patients have very successful blogs that have been featured in a number of newsletter and websites. Don't worry, it's not bragging!

Share your story with the IMF

We love hearing about what our patient advocates are doing! Send us your story and we can feature it on our social media sites, the *Myeloma Minute*, *Myeloma Today* or in our monthly newsletter, the *Advocacy Update*. If you want to share with patient advocates directly, send us a message on [Facebook](#) and we will post for you!

For more ideas on amplifying your voice, or to get involved, contact the advocacy team at advocacy@myeloma.org.