

Florida Prostate Connection

An independent monthly newsletter
dedicated to providing information on prostate cancer awareness, education & support

December 2009

Orlando, FL

An annual disparity in media coverage Breast Cancer Awareness vs. Prostate Cancer Awareness

Breast cancer & prostate cancer are the 2nd most common cancers in women & men, but media coverage differs.

► **The media** – In November, 29 media sources were reviewed via Google searches:

- 27 sources had information on Breast Cancer Awareness Month in October
- 8 sources had information on Prostate Cancer Awareness Month in September

This “imbalance” occurs every year. But why?

Here are comments from two national prostate cancer organizations, Us TOO International and Zero - The Project to End Prostate Cancer.

► **Us TOO International** -- “If there’s a cause for women to rally around, they work together, and they don’t take no for an answer,” said Terri Gibbons, who is the Us TOO chapter services program manager.

“The important thing is for national organizations and support groups to speak up and be persistent in efforts to get more media coverage.”

► **Zero - The Project to End Prostate Cancer** -- “The time to start is now,” said Linwood Norman, communications director at Zero. “Support groups need to start early for PC Awareness Month 2010. They should begin gathering information, have discussion at monthly meetings and formulate a plan to present to local newspapers and even TV and radio.”

► **Here’s how one support group has started early** – Last August, a support group leader in North Florida submitted an article he wrote to a local newspaper regarding Prostate Cancer Awareness Month in September. He took care to get the name of the appropriate reporter.

Not only was the article not used, but the first week of October, that reporter was involved in doing a four-page section on Breast Cancer Awareness Month, even printed on pink newsprint.

The group leader contacted an editor who acknowledged that breast and prostate cancer are equally important. The editor said that he would look into the situation and promised coverage for Prostate Cancer Awareness Month next September.

Your group can do this too! The key elements are planning and persistence!

BREAST CANCER AWARENESS MONTH IN OCTOBER RECEIVES MUCH MORE MEDIA COVERAGE THAN PROSTATE CANCER AWARENESS MONTH IN SEPTEMBER

Top 20 Newspapers (circulation)		Owner	Breast Cancer	Prostate Cancer
1	USA Today	Gannett	Y	0
2	Wall Street Journal	Dow Jones & Co.	Y	Y
3	NY Times	NY Times Co.	Y	0
4	LA Times	Tribune Publishing	Y	Y
5	Washington Post	Washington Post Co.	Y	Print edition
6	NY Daily News	NY Daily News	Y	0
7	NY Post	News Corp	Y	0
8	Chicago Tribune	Tribune Publishing	Y	0
9	Houston Chronicle	Hearst Newspapers	Y	0
10	Arizona Republic	Gannett	Y	Y
11	Denver Post	MediaNews	Y	Y
12	Newsday (Long Island)	Cablevision	Y	Y
13	Dallas Morning News	Belo Corp.	Y	0
14	Minneapolis Star Tribune	Avista Partners	Y	0
15	Chicago Sun Times	Sun Times Corp	Y	0
16	San Francisco Chronicle	Hearst Corp	Y	0
17	Boston Globe	NY Times Co.	Y	0
18	Cleveland Plain Dealer	Aadvance Pub.	Y	0
19	Detroit Free Press	Gannett	0	0
20	Philadelphia Inquirer	Phila Newspapers	Y	0
Newspaper Totals			20	6

TV		Breast Cancer	Prostate Cancer
1	ABC	Y	0
2	CBS	Y	0
3	CNN	0	0
4	Fox	Y	0
5	NBC/MSNBC	Y	0
TV Totals		4	0

Magazines		Breast Cancer	Prostate Cancer
1	BusinessWeek	Y	Y
2	NewsWeek	Y	0
3	Time	Y	Y
4	U.S. News & World Report	0	0
Magazine Totals		3	2
29	GRAND TOTALS	27	8

Many similarities in facts about breast cancer & prostate cancer, yet breast cancer receives far more media coverage

Overview: Prostate Cancer How Many Men Get Prostate Cancer?

The American Cancer Society's most recent estimates for prostate cancer in the United States are for 2009:

- 192,280 new cases of prostate cancer
 - 27,360 deaths from prostate cancer
1. Prostate cancer is the most common type of cancer found in American men, other than skin cancer. Prostate cancer is the second leading cause of cancer death in men. Lung cancer is first.
 2. One man in 6 will get prostate cancer during his lifetime.
 3. One man in 35 will die of this disease. More than 2 million men in the United States who have had prostate cancer at some point are still alive today.
 4. The death rate for prostate cancer is going down, and the disease is being found earlier, too.

Last Medical Review: 08/21/2009

Last Revised: 08/21/2009

http://www.cancer.org/docroot/CRI/content/CRI_2_2_1X_How_many_men_get_prostate_cancer_36.asp?sitearea=21/2009

Overview: Breast Cancer How Many Women Get Breast Cancer?

The American Cancer Society's most recent estimates for breast cancer in the United States are for 2009:

- 192,370 new cases of invasive breast cancer
 - 40,170 deaths from breast cancer
1. Breast cancer is the most common cancer among women in the United States, other than skin cancer. It is the second leading cause of cancer death in women, after lung cancer.
 2. The chance of a woman having invasive breast cancer some time during her life is a little less 1 in 8.
 3. The chance of dying from breast cancer is about 1 in 35. Right now there are more than 2½ million breast cancer survivors in the United States.
 4. Breast cancer death rates have been going down. This is probably the result of finding the cancer earlier and better treatment.

Last Medical Review: 09/29/2009

Last Revised: 09/29/2009

http://www.cancer.org/docroot/CRI/content/CRI_2_2_1X_How_many_people_get_breast_cancer_5.asp?sitearea=

MONTHLY NEWSLETTERS -- 2009

JANUARY – Support group presentation at Macy's in Millenia Mall... Other cancers: Breast cancer in men: not common, but men do get it ... presentation on estate planning: wills, revocable living trusts, durable power of attorney, health care surrogates & living wills... presentation on hospice & palliative care

FEBRUARY – Expectant Management (Watchful Waiting) cancer.org... Surgical robot draws attention during local visit... Other cancers: Five Myths About Colon cancer -- cancer.org... Spousal caregivers may live longer

MARCH – Target scan 3D ultrasound biopsy - medicalnewstoday.com/articles/135795.php... Other cancers: Lung cancer – Several types – cancer.org

APRIL – New study: Early results favorable for 5-day radiation treatment of early stage prostate cancer; sciencedaily.com/releases/2009/03/090316075719; Radio host has prostate cancer; His show could educate & raise fund for research -- news.bostonherald.com/1/2009_03_17_Don_Imus_prostate_cancer

MAY -- Two Clinical Trials: New England Journal of Medicine – Debate Rages On -- Prostate Cancer Screening: Weigh Risks, Benefits With Your Doctor; Speak up! Contact your Senators to support Prostate Cancer Research at The Dept. of Defense

JUNE -- Biomarkers May Predict Aggressiveness of Prostate Cancer – forbes.com 5/5/2009.

JULY – Younger Men With Advanced Prostate Cancer Have Shorter Survival Times -- Source: David Sampson, American Cancer Society, cancer.org... Major League Baseball's reminder on Father's Day, includes players, umpires & ground crews wearing blue for prostate cancer awareness -- mlb.com/news/article

AUGUST – Localized prostate cancer: What should the medical oncologist should know UroToday.com.... Prostate Cancer Awareness Week Sept 20-26 and A reminder: The role of women in helping to prevent prostate cancer prostateconditions.org/pcaw-prostate-cancer-awareness-week

SEPTEMBER – President Obama: "My Administration supports prevention efforts and research to develop better screening tests, uncover more effective treatments, and ensure quality care for all who are diagnosed with this illness." http://thegovmonitor.com/world_news/united_states/september-is-national-prostate-cancer-awareness-month-2877.html... Awareness campaigns: Not only during PC Awareness Month each September, but all year long... Pro & amateur sports promote awareness & research, beer aficionados & a grocery chain help, too athletesforacure.org/, mlb.com/, <http://www.onemanscramble.com/> prostateconditions.org/ prostatecancerfoundation.org, ustoo.org/PintsforProstate.asp, safeway.com/IFL/Grocery/Community-Caring

OCTOBER – List of 18 Web sites for awareness & support programs, treatments options & prostate cancer research.

NOVEMBER – Claims by American Cancer Society about PSA testing for prostate cancer a disservice to men -- zerocancer.org... Cancer Society in shift, has concerns on screenings – nytimes.com/2009/10/21/health

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Archived newsletters from the Florida Prostate Connection are posted at boudrow.com/.

Also visit psa-rising.com/ regularly – This site provides cancer news, information & support. The site is patient-centered & evidence-based. This site also has a blog with news & op-ed pieces along with reader comments.