

**MEDIA**  
and the  
**CANCER**  
Experience

The National Coalition  
for Cancer Survivorship

**September 26, 2013**

The NEWSEUM

Washington, DC

# Rays of Hope 2013

The National Coalition for Cancer Survivorship

**Rays of Hope 2013: A Conversation About the Influence  
of the Media on the Cancer Experience**

Thursday, September 26, 2013

The Newseum • 555 Pennsylvania Avenue, NW • Washington, DC 20001

6pm Reception • 7pm Program & Dinner

**Featuring original artwork from Lilly Oncology On Canvas™: Expressions of a Cancer Journey**

*Business Attire • Valet Parking*

*Please reply online at  
[www.canceradvocacy.org/raysofhope](http://www.canceradvocacy.org/raysofhope)  
or by using the enclosed card by  
September 16, 2013*

More than a quarter century ago, the National Coalition for Cancer Survivorship (NCCS) embarked on a mission to change the vocabulary of cancer. NCCS sought to replace “cancer victim” with “cancer survivor,” a change in terminology that helped bring about a dramatically different notion of the cancer experience. NCCS has built upon this history and is now working to ensure that from the moment of diagnosis through treatment and beyond, improving the quality of cancer care for survivors is a national policy priority.

Words Matter

# A conversation

A conversation about the influence of  
the media on the cancer experience...

MODERATED BY

**Chuck Todd**

*Chief White House Correspondent, NBC News*

EXCELLENCE IN MEDIA AWARD

**Darlene Hunt**

*Creator and Producer, The Big C*

SPECIAL RECOGNITION

**Jessie Gruman**

*President and Founder, Center for Advancing Health*

PANELISTS INCLUDE

**Dr. Jennifer Ashton**, *Senior Medical Contributor, ABC News*

**Dr. Douglas W. Blayney**, *Medical Director of the Stanford  
Cancer Center*

**Jessie Gruman**, *President and Founder, CFAH*

**Darlene Hunt**, *Emmy-Award Winning creator of the Showtime series,  
The Big C*

**Dr. Elmer Huerta**, *The Cancer Preventorium, Provencción Radio  
Program and Medical Contributor, CNN En Español*

**Julie Rovner**, *Health Policy Correspondent, NPR*

**Dr. Nancy Snyderman**, *Chief Medical Editor, NBC News*

While we hope for the cure...  
we must focus on the care

Panelists will discuss the role of the media in shaping perceptions of cancer treatment, access and quality. The media have a profound impact on public and patient attitudes toward a cancer diagnosis and treatment, and media coverage of cancer can also affect public policy debates about cancer care. Media from all disciplines are transforming how cancer patients and their families receive information about their disease, navigate difficult choices about treatment, and make decisions about their lives after cancer.

For more information visit us online at [www.canceradvocacy.org](http://www.canceradvocacy.org)

focus on the care

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For more information or to  
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contact Jordan Jennings at  
[jjennings@canceradvocacy.org](mailto:jjennings@canceradvocacy.org).