

「NO ONE」 「MISSED」

RADIO PUBLIC SERVICE CAMPAIGN



Jaymie, non-small cell
lung cancer survivor

Juanita, non-small cell
lung cancer survivor

About *No One Missed*

No One Missed is a community-led campaign driven by LUNGeVity Foundation. The campaign's mission is to build public awareness of comprehensive biomarker testing as a critical part of every non-small cell lung cancer (NSCLC) diagnosis and empower NSCLC patients to discuss comprehensive biomarker testing with their healthcare team.

To learn more visit www.NoOneMissed.org.



**Learn more about
LUNgevity Foundation and
the *No One Missed* Campaign**

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Dear Public Service Director,

More than 235,000 Americans will be diagnosed with lung cancer this year, but not all lung cancers are the same. Comprehensive biomarker testing can help identify specific genetic "drivers" (called biomarkers) that cause cancer to grow and spread in different ways. Knowing one's biomarker is key to helping determine the best treatment for an individual's unique type of non-small cell lung cancer. However, less than half of eligible patients will be tested for all biomarkers. Research shows that patients and caregivers who are familiar with biomarker testing are much more likely to discuss it with their healthcare team.

The *No One Missed* campaign, brought to you by the LUNGEvity Foundation, seeks to increase awareness of comprehensive biomarker testing and highlight its important role in identifying the right treatment and the right time for non-small cell lung cancer patients. Biomarker testing allows a healthcare team to gather as much information as possible about a patient's non-small cell lung cancer, ensuring a patient gets matched to the right treatment at the right time based on the cancer's biomarker status. Lung cancer patients of color – specifically Black/African American and Hispanic/Latino patients – are less likely to receive biomarker testing than their white, non-Hispanic counterparts. *No One Missed* hopes to build awareness of comprehensive biomarker testing among patients of color, so they feel empowered to proactively discuss biomarker testing with their healthcare team. Provider awareness and patient-provider conversations are vital to ensure biomarker testing is being conducted.

We hope you can help educate your audience about the importance of biomarker testing by airing the new PSA titled "**No One Missed: A Lung Cancer Story**" (:60, :30, :15). The PSA includes two variations that feature either Juanita or Jaymie, both non-small cell lung cancer survivors who discuss their journey with comprehensive biomarker testing. In the :60 version, the PSA also features Dr. Jorge Gomez, an Oncologist at Mt Sinai Health System, who provides a scientific overview of biomarker testing. The spot encourages listeners to talk to a doctor to learn more about biomarker testing and to visit NoOneMissed.org for more information. We hope you will air this PSA, which has **no end date for use** as soon and as often as possible.

The *No One Missed* campaign is brought to you by the LUNGEvity Foundation. LUNGEvity is changing outcomes for people with lung cancer through research, education, and support.

Thank you in advance for your support and consideration.

Sincerely,



Linda Wenger
Chief Marketing Officer
LUNGEvity Foundation

No One Missed: A Lung Cancer Story

The *No One Missed* campaign aims to build public awareness of comprehensive biomarker testing as a critical part of every non-small cell lung cancer (NSCLC) diagnosis and empower NSCLC patients to discuss comprehensive biomarker testing with their healthcare team.

To learn more, please listen to our new PSAs below titled "**No One Missed: A Lung Cancer Story- Juanita**" (:60) which is also available in a :30 and :15 length and "**No One Missed: A Lung Cancer Story- Jaymie**" (:30). We ask that you please air these PSAs, which have no end date for use as soon and as often as possible.

"No One Missed: A Lung Cancer Story- Juanita" (:60)



"No One Missed: A Lung Cancer Story- Jaymie" (:30)



RADIO PSA SCRIPTS

"No One Missed: A Lung Cancer Story – Juanita" (:60)

JUANITA SEGURA V/O: My name is Juanita Segura, and I was diagnosed in November of 2014 with non-small cell lung cancer. The first time I heard about biomarker testing was actually, my husband. He just started researching about lung cancer.

STEVE SEGURA V/O: And I found out about biomarker testing and I'm like, why not? Let's try it.

DR. JORGE GOMEZ V/O: I'm Dr. Jorge Gomez, thoracic medical oncologist at the Mount Sinai Hospital. Comprehensive biomarker testing is looking for either substances in the blood or mutations in some of the genes of the cancer cells that can help us identify special types of lung cancer that can be treated with what we call targeted therapies.

JUANITA SEGURA V/O: Letting my children know brought all of us a sense of hope. To give them hope that mom is going to be around to see you grow up. And I promised them that.

DR. JORGE GOMEZ V/O: Ask your doctor about how comprehensive biomarker testing before treatment may help you and your doctor decide on the best treatment for you. Visit noonemissed.org for more.

NARRATOR V/O: A public service message from LUNGeivity Foundation.

"No One Missed: A Lung Cancer Story – Juanita" (:30)

JUANITA SEGURA V/O: My name is Juanita Segura, and I was diagnosed in November of 2014 with non-small cell lung cancer. Biomarker testing was a turning point for me. By working with my oncologist, we were able to determine the most appropriate treatment plan. My fear was I wasn't going to be here to see my children grow up. That gave me hope, knowing that I have that chance. And I did. Visit noonemissed.org for more.

NARRATOR V/O: A public service message from LUNGeivity Foundation.

RADIO PSA SCRIPTS

"No One Missed: A Lung Cancer Story – Juanita" (:15)

JUANITA SEGURA V/O: My name is Juanita Segura. I've been living with non-small cell lung cancer for about eight years now. Biomarker testing was a turning point for me. Visit noonemissed.org for more.

NARRATOR V/O: A public service message from LUNGeivity Foundation.

"No One Missed: A Lung Cancer Story – Jaymie" (:30)

JAYMIE BOWLES V/O: My name is Jaymie Bowles, and I was diagnosed with non-small cell lung cancer in December of 2018. Nobody would even know looking at me that I have stage four lung cancer and I'm grateful for biomarker testing for that. When I was sitting down with my oncologist, there was already a state of the art medication available that I was going to be put on right then and there. Ask your doctor how comprehensive biomarker testing before treatment may help you decide on the best treatment. Visit noonemissed.org to learn more.

NARRATOR V/O: A public service message from LUNGeivity Foundation

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/nom/>

No End Date For Use

"No One Missed: A Lung Cancer Story – Juanita" (:60, :30, :15)

"No One Missed: A Lung Cancer Story – Jaymie" (:30)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p=M142432>

Please let us know your preferences on receiving PSAs by contacting: **Holly Mule**: via e-mail at hmule@c360m.com or by phone at (212) 624-9196.

501 (c)(3) certificate



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In reply refer to: 4077550277
May 13, 2015 LTR 4168C 0
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BODC: TE

LUNGEVITY FOUNDATION
228 S WABASH AVE STE 700
CHICAGO IL 60604-2375



021364

Employer Identification Number: 36-4433410
Person to Contact: Ms Benjamin
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Apr. 23, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in August 2001.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

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