



# Internal Media

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## UNO Gateway Newspaper Article

### Omahan lends voice to organ donation cause on campus

*Edward Watkins*

**Issue date:** 4/27/10 **Section:** [News](#)

The small, heart-shaped icon on a driver's license may seem insignificant to some. A simple check mark in a box on the DMV form is all it takes to become an organ donor in Nebraska.

For 22-year-old Jordan Shaw, the act of organ donation is anything but simple and far from insignificant.

"Organ donation is very important to me, as it should be for everyone," Shaw said.

When Shaw was 2 years old, he was diagnosed with rhabdomyosarcoma, a rare cancer of the soft tissue. Chemotherapy treatments ravaged his kidneys. At 16, doctors told him his kidneys were only functioning at 34 percent and that he would need a transplant. After seven months of dialysis, Shaw received a transplant from an anonymous donor from Kansas.

Shaw is just one of more than 500 Nebraskans and 100,000 people nationwide currently on an organ waiting list. Only 28 percent of people on the list receive an organ donation. Every 13 minutes, two more people are added to the list.

"I thought I knew what it was like, being part of that list, but reading those statistics really opened my eyes," Shaw said. "If everyone donated, there wouldn't be a problem."

Shaw's donated kidney is beginning to shut down, placing him back on the list. In December he was scheduled to undergo another transplant surgery. As part of the pre-op process, he endured 18 hours with no food or water, only to be told the kidney was not a match 25 minutes before the scheduled operation.

"These things happen," he said. "You cannot let them get you down."

Despite his condition, Shaw adamantly strives to live a normal life. He eats and sleeps like anyone else, he said. He, along with five others, works as an assistant at a before-and-after school program monitoring more than 80 children. He aspires to become a pediatric nurse and would like to eventually attend UNO, but his condition has prevented him from attending classes on a regular basis.

"When I was getting dialysis at 15, there was a 16-year-old kid beside me who died," Shaw said. "The nurses went out of their way to console the family. They didn't have to do that. I learned so much from them that I would one day love to give back."



# Internal Media:

Blog post from [dancingshrimpblog.blogspot.com](http://dancingshrimpblog.blogspot.com)

Thursday, March 11, 2010



Hello fellow bloggers! I am very interested in finding bloggers who talk about organ donation! I am the event coordinator for National Organ Donor Awareness Campaign this year on my campus and we need to get the word out! I figured because it was kidney awareness month that we could find some bloggers who were already ready to start the campaign awareness!

The event is April 22nd

It is called, "Go Green- Donate Life!" We will be having a band and a "build a life" contest between student groups at University of Nebraska at Omaha.

Our brunch with panel of experts from National Organ Recovery Systems is April 20th with coffee and bagels.

Here are some of the groups are working with.

Go spread the word!

# Internal Media:

## Press Release from MaverickPR

### UNO PRSSA to Host Organ Donor Awareness Event

By [Ben McCall](#) ☒ April 19, 2010 ☒ [Post a comment](#)

Of the 106,000 Americans waiting a lifesaving organ transplant; more than 500 of them are Nebraskans.

To help release more facts on organ donation among college students [Maverick PR](#), UNO's chapter of the Public Relations Student Society of America (PRSSA) has planned a series of events with the theme "Go Green-Donate Life" in partnership with UNO's Environmental Club.

The event starts on April 20<sup>th</sup> with a panel lead by the [Nebraska Organ Recovery System](#) (NORS) which will include a brunch.

"Students are one of the more open minded groups we target," said Stephanie Lochmiller, the public relations coordinator of Nebraska organ recovery system.

The second part of the event will be one Thursday, April 22<sup>nd</sup> outside on the UNO's Central Plaza Teams for Teams from five different UNO student organizations will compete in a "Build a Life" contest from 11 to 11:30 a.m. The band, Skypiper, be play from noon to 1 p.m. as well.

During this time, PRSSA volunteers will distribute tote bags made of recycled materials full of swag, heart candy, Sun Chips, water and powdered drink packets to all students who sign up to become organ donors or who show their driver's license as proof they are registered donors.

Along with PRSSA and Maverick PR, the event is also sponsored by NORS System and [Chris Klug Foundation](#). According to their website, NORS is the federally designated organ procurement organization for Nebraska and Pottawattamie County in Iowa. Chris Klug Foundation is a national advocacy group that promotes organ donation on college campuses.

"Our research shows that college students are among the most receptive audiences to organ donation but their predisposition to organ donation does not translate into advocacy or action," said Chris Klug.

This event is part of the chapter's annual participation in the National Organ Donor Awareness Competition (NODAC). NODAC urges PRSSA chapters around the nation to hold informative events on their campuses to raise awareness about the importance of organ donation. The Rowan University chapter of PRSSA from Glassboro, New Jersey sponsors the competition.

Maverick PR, the University of Nebraska at Omaha chapter of the Public Relations Student Society of America (PRSSA) offers students a wide range of opportunities for professional development and community service. Founded in 1968, PRSSA is the largest, most respected and recognized organization for pre-professional students interested in public relations. Founded in 1968, PRSSA boasts more than 9,600 members with 284 chapters across the nation. In 2009, PRSSA awarded the UNO PRSSA chapter with its highest honor: the F.H. Teahan National Chapter Award for Outstanding Chapter.

For more information about this event, contact Jennifer Lane, media relations at (402) 659- 0988or [jllane@unomaha.edu](mailto:jllane@unomaha.edu)





# Internal Media:

## Press Release from UNO

2010.04.16 > For Immediate Release  
contact: Wendy Townley - University Relations  
phone: 402.554.2762 - email: [wtownley@unomaha.edu](mailto:wtownley@unomaha.edu)

Student PR Group to Host Organ Donor Awareness Event April 22

**Omaha** - Of the 106,000 Americans waiting a lifesaving organ transplant, more than 500 of them are Nebraskans.

To help release more facts on organ donation among college students, [Maverick PR](#), UNO's chapter of the Public Relations Student Society of America (PRSSA), has planned a series of events with the theme "Go Green-Donate Life" in partnership with UNO's Environmental Club.

The event starts on April 20 with a panel lead by the [Nebraska Organ Recovery System](#) (NORS).

"Students are one of the more open minded groups we target," said Stephanie Lochmiller, public relations coordinator of Nebraska Organ Recovery System.

The second part of the event is Thursday, April 22 outside on the Milo Bail Student Center Plaza at UNO. Teams from five UNO student organizations will compete in a "Build a Life" contest from 11 to 11:30 a.m. The band, Skypiper, will play from noon to 1 p.m.

During this time, PRSSA volunteers will distribute tote bags made of recycled materials full of swag, heart candy, Sun Chips, water and powdered drink packets to all students who sign up to become organ donors or who show their driver's license as proof they are registered donors.

Along with PRSSA and Maverick PR, the event is also sponsored by NORS and the [Chris Klug Foundation](#). NORS is the federally designated organ procurement organization for Nebraska and Pottawattamie County in Iowa. The Chris Klug Foundation is a national advocacy group that promotes organ donation on college campuses.

"Our research shows that college students are among the most receptive audiences to organ donation but their predisposition to organ donation does not translate into advocacy or action," said Chris Klug, the Olympic bronze medalist for snowboarding, who created his foundation after he received a life-saving liver transplant.

This event is part of the chapter's annual participation in the National Organ Donor Awareness Competition (NODAC). NODAC urges PRSSA chapters around the nation to hold informative events on their campuses to raise awareness about the importance of organ donation. The Rowan University chapter of PRSSA from Glassboro, NJ sponsors the competition.

For more information about this event, contact Jennifer Lane at (402) 659-0988 or [jllane@unomaha.edu](mailto:jllane@unomaha.edu).