Sample Copy for Media Outreach

Note: you can use your practice letterhead or institution letterhead

Date

Dear [name of editor or reporter],

As a physician expert from the American College of Gastroenterology (ACG) who is located in your community [name your city, state], I’d like to introduce myself and let you know I’m available to help provide perspective on the importance of colorectal cancer screening during March Colorectal Cancer Awareness Month.

Current guidelines from the American College of Gastroenterology distinguish between colorectal cancer prevention tests and colorectal cancer detection tests. According to ACG, colorectal cancer prevention tests, like colonoscopy, are preferred over detection tests.

As a digestive disease specialist on the front line of diagnosing colorectal cancer, I want to make sure members of our community are aware of the importance of screening. Colorectal cancer is the number 2 cancer killer in the United States, yet it is one of the most preventable types of cancer.

I am happy to provide insight on the following topics and serve as an expert resource for future stories on digestive health-related issues or those involving colorectal cancer, including:

• Colorectal cancer screening recommendations for average to high-risk individuals, particularly African-Americans from the American College of Gastroenterology
• How to properly prepare for a colonoscopy
• Myths and realities of colorectal cancer: an equal opportunity offender striking both men and women
• The power of colorectal cancer prevention with polyp removal by colonoscopy

Please feel free to contact me anytime.

With regards,

NAME

Contact Info (include email and phone number)