

Sample Pitch Letter to TV Stations/Shows

[Date]

[Reporter/news anchor/host's name]

[Media outlet]

[Email address]

Dear [Reporter/news anchor/host's name]:

As a board-certified dermatologist in [city, state], I treat members of our community with skin cancer every day. Not only is skin cancer preventable, it's highly treatable when detected early. Yet sadly, skin cancer is the most common cancer in the United States, and approximately twenty people die of melanoma, the deadliest form of skin cancer, each day.

To help you educate your viewers about how to spot skin cancer early, when it's most treatable, I'd be happy to perform an on-air skin cancer screening on you or one of your [colleagues/co-hosts].

During the screening, I can teach your viewers:

- The [ABCDEs of melanoma](#), which outline the warning signs of this deadly disease:
 - A stands for **ASYMMETRY**. One half of the spot is unlike the other half.
 - B stands for **BORDER**. The spot has an irregular, scalloped, or poorly defined border.
 - C stands for **COLOR**. The spot has varying colors from one area to the next, such as shades of tan, brown or black, or areas of white, red, or blue.
 - D stands for **DIAMETER**. While melanomas are usually greater than 6 mm, or about the size of a pencil eraser, when diagnosed, they can be smaller.
 - E stands for **EVOLVING**. The spot looks different from the rest or is changing in size, shape, or color.
- How to perform a [skin self-exam](#)
- How to use a [free Body Mole Map](#) to keep track of changes on their skin
- Easy tips to [prevent skin cancer](#)

I can also educate your viewers about how to find a [free SPOT Skin Cancer™ screening](#) near them. As part of the screening program, member dermatologists from the American Academy of Dermatology volunteer their expertise and time to offer free skin cancer screenings to the public. I'm hosting a screening event myself on [date] at [location]. For anyone who has not had a skin cancer screening by a dermatologist, I can provide some quick tips about what to expect at a screening.

I appreciate your willingness to share this important health information with your viewers. I will be in touch shortly, but in the meantime, please let me know if you would like to arrange an on-air skin cancer screening.

If you have any questions, please don't hesitate to contact me at [phone number] or [Your email].

Thank you,

[Your name], MD, FAAD