

SAMPLE e-Pitch

An e-pitch is an email you can send to journalists to introduce yourself and the story you would like to share. Below is a sample e-pitch you can customize and email to reporters at your local newspapers, TV and radio stations.

Note: Words within brackets [] can be customized to personalize your brain tumor story.

Email Subject: My brain tumor story: What everyone needs to know

Hi [journalist's first name],

As a [patient/survivor/caregiver/family member], I know from personal experience that no one is prepared for a brain tumor diagnosis.

[Period of time], I heard the words, "it's a brain tumor," and I was in shock. In an instant, my world changed, and I was suddenly trying to process the diagnosis while making difficult decisions about treatment.

Others in our community will be blindsided by this devastating diagnosis because, for all but a tiny percentage, there is no family history, and as far as we know, no way of preventing it. A common theme among families who have been impacted by a brain tumor diagnosis is that they didn't know where to turn for information, and many say they would have made different decisions if they knew then what they know now. This was true for me.

That's why I want to share my story during Brain Tumor Awareness Month in May. I want to make sure that others in our community know that they can turn to the American Brain Tumor Association for information, education and support and also share what resources we have available locally.

I am a [city/town name] resident and would be happy to share more details about my story.

Sincerely,
[Full Name]
[Phone]
[Email]

