



Pitches to Media Contacts

Working with media such as newspapers, television and radio stations is an effective way to reach a large audience with messages about genetic counseling by sharing information about the role genetic counselors play in guiding patients' healthcare decisions and research.

Below you'll find three sample pitches that you can use as a guide and email to your local media if you wish to offer yourself for interviews. Each one has a different focus, so choose the option that best fits with your expertise and customize as you wish.

Pitch One: At-Home Genetic Testing and/or Patient Story

- Use this pitch if you feel comfortable discussing the role genetic counselors can play in direct-to-consumer testing. If you have a specific example of a time where you helped a patient after they received their results from a direct-to-consumer test, ask them if they'd be willing to share it and have them sign the release form located on the Genetic Counselor Awareness Day webpage for HIPAA-compliance. You'll want to keep this signed form in your files for at least three years. If you work for a healthcare system, university or other organization, please ask them if they have their own media release that they'd like you to use. If you don't have a patient story, feel free to delete the entire "optional insert" portion of this pitch.

Subject line: **The "Gift" of Health: Expert Speaks on the Importance of Genetic Counseling in DNA Testing**

Hi **(insert reporter name here)**,

The holiday season is fast approaching and if trends from prior years continue, millions of people will purchase at-home DNA testing kit for their loved ones, especially since manufacturers drastically reduce their prices during Black Friday sales.

While at-home DNA tests kits can help with understanding genealogy, they can also unearth your potential risk of developing some significant health conditions in the future.

That's why as a certified genetic counselor, I recommend that you or the person wishing to receive this popular gift considers speaking with a genetic counselor to discuss their potential risk based on family history and whether testing makes sense for them. Genetic counselors can also help people understand their results and ensure informed health decisions are being made after testing. It's also helpful to share a link to the National Society of Genetic Counselor's [Find a Genetic Counselor Tool to find one in your area.](#)

(OPTIONAL INSERT): For example, my patient **[optional: insert patient name here]** used a direct-to-consumer test and learned that **[insert preferred pronoun]** had **[insert mutation, condition, etc.]** and **[insert action: was confused/scared/shocked by the results, etc.]**. During an appointment, **[insert preferred pronoun]** and I talked about **[insert preferred pronoun]** treatment options and next steps, and ultimately **[insert what happened, ex: decided against mastectomy]**. **[Insert preferred pronoun]**

Genetic Counselor Awareness Day

Partners in Your Genetic Health Care

November 12, 2020

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would love to tell you more about it and I would be happy to facilitate the interview and talk about my role.

In addition, November 12 is Genetic Counselor Awareness Day so I'd love to answer any questions you may have about the role of the genetic counselor in DNA testing and/or make myself available for an interview, if you're interested.

Best,

[insert your name here]

Pitch Two: Patient Story

- If you're not comfortable focusing on direct-to-consumer testing, that's okay! The pitch below can be used to share a compelling story about one of your patients. Make sure to ask your patient if they'd be willing to share their story with media, and then make sure they sign the form on the Genetic Counselor Awareness Day webpage to ensure you're HIPAA-compliant when sending this pitch out.

Subject line: **How Genetic Counseling Helped Me: A Patient's Story**

Hi [insert reporter name here],

The holiday season is fast approaching and if trends from prior years continue, millions of people will purchase at-home DNA testing kit for their loved ones, especially since manufacturers drastically reduce their prices during Black Friday sales.

Consumers don't often realize that besides the familiar mail-order tests, there are more options that they can use to get better health outcomes. Paired with the advice of a genetic counselor, these test results are empowering patients to make informed healthcare decisions.

(OPTIONAL INSERT): For example, my patient [insert patient name here] took a test and learned that [insert preferred pronoun] had [insert mutation, condition, etc.] and [insert action: was confused/scared/shocked by the results, etc.]. During an appointment, [insert preferred pronoun] and I talked about [insert preferred pronoun] treatment options and next steps, and ultimately [insert what happened, ex: decided against mastectomy]. [Insert preferred pronoun] would love to tell you more about it and I would be happy to facilitate the interview and talk about my role.

In addition, November 12 is Genetic Counselor Awareness Day so I'd love to answer any questions you may have about the role of the genetic counselor in DNA testing and/or make myself available for an interview, if you're interested.

Best,

[insert your name here]

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Pitch Three: General Genetic Counselor Awareness Day Pitch

- If you're not comfortable talking about direct-to-consumer testing or a patient story, use this general pitch below. This will offer you up as an expert in the field of genetic counseling, with very general information. If you are asked to do an interview, it would be wise to ask for questions in advance to know what you're getting into and if it is in your line of expertise.

Subject line: **Expert Available: The Difference a Genetic Counselor Makes in Healthcare**

Hello **[insert reporter name here]**,

Did you know? Each year, millions of people are undergoing genetic testing to learn more about their risks for certain inherited diseases, whether they're a carrier for certain conditions or if they have a genetic mutation, like BRCA, which could lead to cancer. **These tests aren't meant to scare consumers, rather to provide them with the tools they need to make informed health decisions.**

Genetic counselors, trained not only in medical genetics but also counseling, are the experts in helping people understand these test results and guiding patients in their next steps. Not only do they counsel patients, but genetic counselors are also at the forefront of research, making breakthroughs in the genomics field that help the entire healthcare industry.

November 12 is Genetic Counselor Awareness Day, and to celebrate, I'd love to tell you more about my profession and **[choose: what we can do for our patients/the breakthroughs we're making in research]**. Please let me know if you're interested and I'll make myself available for an interview.

Thank you,

[insert your name here]