TEMPLATE LETTER TO THE MEDIA

Ask Your Local Media to Announce the Public Service Announcements on Prostate Cancer Awareness Month

[Date]

[Name of the editor/station manager]

[Name of the TV or radio station]

[Address]

[County, state, and zip code]

Dear Mr/Ms [Insert last name]:

[Insert county name] cancer program would like your assistance in scaling up its awareness campaign on skin cancer prevention as part of the national Prostate Cancer Awareness Month in September 2013. [Insert the station name] can help educate the public by announcing any of the attached Public Service Announcements (PSAs) or using them as taglines for television programs. We have provided you with 10, 20, and 30 second PSAs that you can use between your programs.

Prostate cancer is the second leading cause of cancer deaths in men in the United States. In its Cancer Facts and Figures 2013, the American Cancer Society (ACS) estimates that 4,880 men in Maryland will be diagnosed with prostate cancer and 560 will die from it in 2013. In the US, approximately 238,590 men will be diagnosed and 38,460 will die from Prostate Cancer in 2013. All over Maryland people are taking part in campaigns supporting Prostate Cancer Awareness and Men’s Health Issues.

Thank you in advance for considering our request to help educate Maryland residents about the prostate cancer and about how they can protect their health. If you have any questions, please contact me at [Insert phone number and email address].

[Insert your full name here]

[Insert your title/affiliation or other role in the public health field]

[Insert your complete address]

[Insert your phone number and email address]

**Examples of Prostate Cancer Public Service Announcements**

**& Guidelines for the Length of Public Service Announcement**

**2013**

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| **Guidelines for the Length of PSA** | | **Examples of Prostate Cancer Awareness PSA** |
| 10 seconds  Can also be used as **Taglines** for television | 20-25 words | **Example 1.**  Prostate cancer is the second leading cause of cancer deaths in men in the United States. To learn how you can reduce your risk, call xxxx County Health Department at xxx-xxx-xxxx.  **Example 1.**  About 1 man in 6 will be diagnosed with prostate cancer during his lifetime. For more information, call xxxx County Health Department at xxx-xxx-xxxx. |
| 20 seconds | 40-50 words | **Example 1.**  All over Maryland people are “going blue” in support of Prostate Cancer Awareness. About 1 man in 6 will be diagnosed with prostate cancer during his lifetime. More than 2 million men in the US count themselves as prostate cancer survivors. For more information, call xxxx County Health Department at xxx-xxx-xxxx.  **Example 2.**  About 1 man in 6 will be diagnosed with prostate cancer during his lifetime. The American Cancer Society estimates that in Maryland, approximately 4,880 men will be diagnosed with prostate cancer in 2013. To learn how you can reduce your risk, call xxxx County Health Department at xxx-xxx-xxxx. |
| 30 seconds | 60-75 words | **Example 1.**  Prostate cancer may cause no symptoms at all or may cause blood in the urine, frequent urination (especially at night), weak or interrupted urine flow, pain or a burning feeling while urinating, and constant pain in the lower back, pelvis, or upper thighs. For more information on how to reduce your risk, call xxxx County Health Department at xxx-xxx-xxxx.  **Example 2.**  The decision to be screened for prostate cancer should reflect a clear understanding of the possible benefits and harms and respect patients' preferences. It is very important that men communicate with their doctors to make an informed decisions based on their personal values and preferences about whether to be screened. For more information, call xxxx County Health Department at xxx-xxx-xxxx. |