To: Monica Bradford, Editor *Science Translational Medicine*

Subject: For Monica Bradford; Exclusive on Top Oncologist

Ms. Monica Bradford:

Dr. Joanne Kurtzberg is not one to sit back and watch. Since joining the St. Francis Bone Marrow Transplant program, she has been able to expand and find new methods for oncology research. Dr. Kurtzberg has been able to do stem cell research at a community hospital and is wanting more people to know what she has been developing. Not only does Dr. Kurtzberg subscribe to *Science Translational Medicine,* but would like to share her research findings in your magazine.

I believe the oncology research that Dr. Kurtzberg has done will fit ideally in *Science Translational Medicine.* Dr. Kurtzberg is an expert in pediatric oncology, pediatric blood and marrow transplantation, umbilical cord blood banking and transplantation, and more. With her recent discoveries of stem cells and cord blood, this topic will break the news because of how much stem cell research has been trending recently. Dr. Kurtzberg has mentioned before that she believes that you handle complex information well and would be the best choice to write this article. This article can help readers understand the benefits of cord blood transplantation and how it can advance the future of oncology research.

We're offering Dr. Kurtzberg's story exclusively for *Science Translational Medicine*, so I would need to know soon if you are interested. We can arrange for you to meet one-on-one for an interview, and also can talk about setting up a face-to-face interview as well. I can assure you that Dr. Kurtzberg will cooperate fully with any members of your staff that you assign. Please let me know how we can help. My direct phone line is 219-613-2560.

I will call Monday, Feb. 27, to see if I can be of any help on a possible story on Dr. Joanne Kurtzberg. Thank you for your time.

Morgan Campbell

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