01-Nov-2016

Dear Professor Jena:

Manuscript ID BMJ.2016.034760.R1 entitled "Do celebrity endorsements matter? An observational study of BRCA gene testing and mastectomy rates following Angelina Jolie's New York Times editorial" which you submitted to BMJ,

Thank you for revising your Christmas paper and for responding carefully and comprehensively to reviewers' and editors' comments. We'd be happy to proceed with publication, if you agree to do a little more editing. Despite your best efforts the text is still too long to fit on our Christmas pages. I suggest:

*Cutting the paragraph on the costs of the extra tests. This analysis can go in an on line appendix

*Cutting at least 200 words each from the intro and discussion (do not cut the limitations section)

*Reducing the "what this paper adds" to two or three brief bullet points.

That should do it, without losing any important material from the published paper.

Please could we have the final revision by 11 November at the latest?

How to submit your revision

Log into http://mc.manuscriptcentral.com/bmj and enter your Author Center, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

You will be unable to make your revisions on the originally submitted version of the manuscript. Instead, revise your manuscript using a word processing program and save it on your computer.

Once the revised manuscript is prepared, you can upload it and submit it through your Author Center. When submitting your revised manuscript, you will be able to respond to the comments made by editors. You can use this space to document any changes you make to the original manuscript and to explain your responses.

IMPORTANT: Your original files are available to you when you upload your revised manuscript. Please delete any redundant files before completing the submission.

And finally, we also require a copy of the manuscript with changes highlighted. Please upload this file with file designation 'Revised Manuscript Marked copy'.

Many thanks again.

With best wishes

Alison Tonks
clinical editor BMJ
atonks@bmj.com

FURTHER INFORMATION

Essential Items to include with your revision (see http://www.bmj.com/about-bmj/resources-authors/article-types/research):

1. What this paper adds/what is already known box (as described at http://resources.bmj.com/bmj/authors/types-of-article/research)

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11. Please ensure the paper complies with The BMJ's style, as detailed below:

a. Title: this should include the study design eg "systematic review and meta-analysis."

b. Abstract: Please include a structured abstract with key summary statistics, as explained below (also see http://resources.bmj.com/bmj/authors/types-of-article/research). For every clinical trial - and for any other registered study- the last line of the abstract must list the study registration number and the name of the register.

c. Introduction: This should cover no more than three paragraphs, focusing on the research question and your reasons for asking it now.

d. Methods: For an intervention study the manuscript should include enough information about the intervention(s) and comparator(s) (even if this was usual care) for reviewers and readers to understand fully what happened in the study. To enable readers to replicate your work or implement the interventions in their own practice please also provide (uploaded as one or more supplemental files, including video and audio files where appropriate) any relevant detailed descriptions and materials. Alternatively, please provide in the manuscript urls to openly accessible websites where these materials can be found.

e. Results: Please report statistical aspects of the study in line with the Statistical Analyses and Methods in the Published Literature (SAMPL) guidelines http://www.equator-network.org/reporting-guidelines/sampl/.

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g. Footnotes and statements

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Date Sent: 01-Nov-2016