Hi *First Name*,

My name is *First Last*, and I am the *title* for *Name of Organization*. I follow your *beat/reporting**specialty* in *Name of Publication/Media Outlet*, and I know you often cover *topic-related* stories, such as your recent piece *“Title of article/feature.”*

*What’s your story idea and why is it newsworthy/of interest to this journalist? In addition to the news hook, include the specific type of coverage you’re offering the journalist (e.g., photo op, feature story, radio interview, etc.).*

*Include additional details about the opportunity here, including location, date(s), time(s), RSVP information and any other relevant details.*

*Direct the journalist to where he or she can find more information about your story/pitch (news release, website, etc.). Next, state your soft or hard follow-up.*

*Your signature signoff,* (e.g., “Best,” “Sincerely,” etc.)

*First Last*

*Title*

*Name of Organization*

*Email address*

*Phone Number*

*Organization’s website*