

A WELL-WRITTEN E-MAIL PITCH TO A REPORTER

To: areporter@mydaily news.com
From: betsymoss@bestmuseum.com
Subject: A story idea regarding unique item coming to Best Museum
Date: September 1, 2009
Dear Al:

You might be interested in a story about a unique donation Best Museum was given today for its collection.

The item is a rare World War II diary from the personal papers of Joe Smith. Mr. Smith is one of the oldest survivors living in our state.

Our director, Bill Best, is available for an interview at your convenience to tell you more about how this acquisition came to be; in addition, I would be glad to arrange a time for you to speak with Mr. Smith, or can provide you with contact information for him. Though almost 94 years old, Mr. Smith is very sharp and would be a colorful addition to your story.

I have a press release and several images which I can get to you upon request – these include photos of the diary pages and Mr. Smith's visit here recently.

Please let me know if this is of interest to you – my contact information is below, including my cell phone.

Best regards,

Betsy Moss
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