

Sample Communications: Media Release – Suggesting a Story

[NAME, TITLE OF WRITER]
[ORGANIZATION NAME]
[ADDRESS]

[DATE]

Dear [NAME OF EDITOR OR TO WHOM IT MAY CONCERN],

I would like to suggest that you run a story on [NAME OF SCHOOL]'s School Meal Program.

There are various angles that your coverage could take: one angle I would like to suggest would be [INSERT DESIRED TOPIC OF STORY – FOR EXAMPLE, THE EXTENT TO WHICH OUR COMMUNITY HAS RALLIED TOGETHER TO SUPPORT STUDENTS DURING CHALLENGING ECONOMIC TIMES OR THE HIGH NUTRITIONAL QUALITY OF TODAY'S SCHOOL MEALS]

Our school's Meal Program is a universal program, available to all students. The program began as a way to deliver essential support to vulnerable students, ensuring that all students had access to the nutrition they require to have success in school and to support healthy growth and development. The Meal Program continues to play this role, providing no-charge and pay-what-you-can meals to those students whose families are unable to pay full price. For many other students, the Meal Program provides an opportunity to eat healthy and nutritious foods while learning about new foods.

I have lined up several people including our school's principal who would be happy to provide you with an interview and further information.

From the school's point of view, coverage of our Meal Program would benefit us by helping to get the word out to potential donors and to students and parents who may have need of the service.

Sincerely,

[SIGNATURE]