

Format For A Pitch Letter to Radio/Television Talk/News Programs (To be Sent on Organization's Letterhead)

Date

Name

TV/Radio Station

Address

City, State, Zip

Dear

Parents Anonymous® Inc. has designated the month of February as **National Parent Leadership Month**. It is a time to recognize, honor and celebrate parents whose words and actions have led and guided others to create change for the betterment of families and communities.

(Name of parent) is a resident of **(Name of town/city)** and a Parent Leader who has taken steps to gain the knowledge and skills necessary to function in a leadership role and to present a "parent voice" in helping to shape the direction of **(her/his)** family and community. **(Describe here what Parent Leader has done)**.

We hope you will consider scheduling an interview with **(Name of Parent Leader)** and **(Name of organization's spokesperson)** on **(Name of program or station)**. We believe that your audience will find the interview interesting, informative and inspirational. The work **(First name of Parent Leader)** has done has made an important difference in the lives of so many children and families.

I've enclosed material about Parent Leadership and about **(Name of your organization)**, in addition to several suggested interview questions. I will contact you in the next few days to determine your interest. Please don't hesitate to call if you have any questions or would like additional information. Thank you for your consideration.

Warm regards,

(Your name and title)

Enclosures

- ✓ Information about Parent Leadership
- ✓ A brochure about your organization
- ✓ Proposed Media Questions

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Date

Judy Smith, Producer
"Morning Show"
WTFM-TV
111 West 3rd Street
Los Angeles, CA 90036

Dear Judy:

February (**Year**) has been designated as National Parent Leadership Month. It is a time to recognize, honor and celebrate parents whose words and actions have led and guided others to create change for the betterment of families and communities.

Susan Linden is a resident of Los Angeles and a Parent Leader who has taken steps to gain the knowledge and skills necessary to function in a leadership role and to present a "parent voice" in helping to shape the direction of her family and community. Two years ago, Susan attended a Parents Anonymous® Group seeking help to be a better parent. Her life was filled with stress, and she was afraid of losing control with her children. Susan wanted to learn better coping skills. Soon Susan became the Parent Group Leader in her Parents Anonymous® group, which is co-led by a professionally trained Group Facilitator and a parent. Not long after, she began serving as a co-trainer in workshops for parents and professionals, in addition to advocating for child abuse prevention legislation.

We hope you will consider scheduling an interview with Susan and with Linda Smith, Executive Director of the Los Angeles-based Parents Anonymous® Program. We believe that your audience will find Susan's story interesting, informative and inspirational. The work Susan has done has made an important difference in the lives of so many children and families.

I've enclosed material about Parent Leadership and Parents Anonymous® of Los Angeles, in addition to several suggested interview questions. I will contact you in a few days to determine your interest. In the meantime, please don't hesitate to contact me at (909)-621-6184 or by e-mail at bameltzer@parentsanonymous.org if you have any questions. Thank you for your consideration.

Warm regards,
Barbara Meltzer
Public Relations Consultant

Enclosures

- ✓ Information about Parent Leadership
- ✓ Parents Anonymous® of Los Angeles Brochure
- ✓ Proposed Media Questions