

(Date)

April Meehan, Senior Editor  
Progress Magazine  
433 43rd Avenue  
New York, New York 10039  
Dear April:

I suggest a feature story on Blanchard Banks of Detroit who, at the age of 64, has just read his first book ever to his granddaughter, Jasmine, age four. "It's a miracle," the silver-haired man explains.

**Start with an attention-getting hook**

Blanchard began life as a farm worker in Mississippi, and migrated to Detroit as a young man in 1940. Working in a factory, he managed to get by without reading by meticulously following instructions and occasionally asking someone to "clarify" written communications.

**Give the story background**

When Marks Industries, where Blanchard works, joined the fight for literacy, Blanchard signed-up for the after-work tutoring program offered at his local library. In June he will graduate in a special program to be attended by several U.S. Congressmen.

In the Marks Industries program, alone, fifty people have already been able to experience the joy of learning to read. It wasn't easy for Blanchard and the others to admit their reading deficiencies; it wasn't easy to overcome the obstacles of getting enough volunteer instructors, and a suitable meeting place; but the Marks program is making a big difference. In fact there are now plans to expand it into a fifteen-state partnership with local community organizations.

**Give the story dimensions and some of the details**

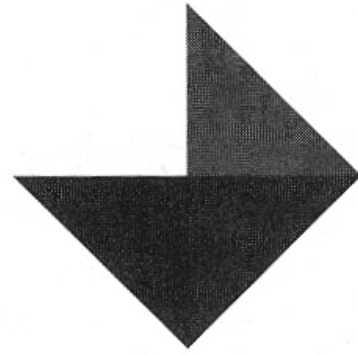
I believe your readers would be inspired by Blanchard's story. There are great photo opportunities here. I'll give you a call in a few days to discuss your interest.

**List any story visuals  
Tell the editor when you will follow up**

Sincerely,

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# Edelman



DATE

EDITOR  
ADDRESS

Dear FIRST NAME,

Have you heard about the guy who mowed "Will You Marry Me?" into his lawn? How about the practical joker who "accidentally dropped" a fake diamond ring overboard, only to watch his girlfriend jump off their sailboat to retrieve it? According to author and marriage proposal expert Fred Cuellar, these heartfelt and often unexpected moments — from the traditional on bended knee to the offbeat, where anything goes— happen more frequently on Valentine's Day than during any other day of the year.

With so many upcoming proposals in the works, Korbel Champagne Cellars has partnered with Cuellar to outline the "Top Ten Signs He's about to Pop the Question." Women around the country can use this handy checklist of clues to see if their boyfriends are planning to pop the question this Valentine's Day.

We can help you create a terrific story for your readers -- whether it's a "be prepared" piece, or even an article for guys on how to avoid the hints they may be unintentionally giving their girlfriends. We have the results of a proposal survey to offer you, as well as an interview with Cuellar, who is available to discuss this information with you.

I will contact you next week to follow-up, but in the meantime you can reach me at 312/233-1380 with any questions.

Cheers!

Julie Schweigert  
On behalf of Korbel Champagne Cellars

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*A pitch letter targeted to Dog Fancy magazine:*

Dear Editor,

As dog lovers, we all know the therapeutic effect our canine friends can have on both our physical and emotional health. This might be one of the reasons so many people share their homes with a canine companion. As medical researchers increasingly show what we already know to be true -- that having a pet around is good for your health -- dog owners all across America are sharing their dog's unconditional love with others who need it most.

Pet therapy dogs visit people in nursing homes, children's hospitals, psychiatric wards and other institutions. The interaction between dog and patient encourages healing, lowers blood pressure, and helps develop emotional relationships. Not only is this beneficial to patients, it is also a great way to strengthen the dog/owner bond.

Dr. Ralph Smith of Pet Assisted Therapy Services (PATS), headquartered in Denver, is one of the leading experts on pet therapy. We would be interested in submitting for your consideration an article explaining the value of pet therapy and profiling PATS. This could be a bylined article for your monthly Forum feature. However, we also believe your readers would be interested in a more extensive feature on the latest medical research on this topic -- including mini-profiles of people who have benefited from a therapy dog.

Dr. Smith and PATS have been involved in pet therapy dogs for 15 years. He is well versed -- and passionate -- about the topic. We think it would be an ideal feature that could be illustrated with photos that we would be happy to arrange.

I will take the liberty of contacting you in the next 10 days to explore your interest and possibly ascertain your interests and needs. In the interim, please contact me at (e-mail) if you have questions or need assistance on any aspect of this important topic for dog fanciers.

Sincerely,

Adapted from [sjmcweb.com](http://sjmcweb.com)