

# COMSTRAT 383 Assignment **TEMPLATE**

## Draft 1: Pitch to Media

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**Email Pitch #1:** Straight pitch to a media contact of your choice from your Media List

[\[examples\]](#)

### Media Contact Info

Publication name	KEPR TV
Publication URL	<a href="https://keprtv.com">https://keprtv.com</a>
Media contact name	Jedediah Hoyt
Media contact email	newsroom@keprtv.com

### Media Pitch Prep

What/who is the story about?	The story is about the Friends of Disabled Veterans and their annual Ranch Halloween Event, which offers family-friendly outdoor activities while supporting local disabled veterans. The event, led by Khris Beyer, senior operations director of the organization, aims to create lasting memories for attendees and raise awareness about veteran support in the Tri-Cities area.
Where does it take place?	The event will take place at 104838 N. Case Road, Prosser, WA, on Oct. 26, 2024, from 10 a.m. to 4 p.m. This location is in close proximity to the Tri-Cities, making it a convenient event for the community.
Why is it newsworthy? Why would this media contact's readers/viewers care?	This story is newsworthy because it combines human interest, community impact, and veteran support. It highlights the importance of community involvement in supporting veterans and their families, all while offering a unique, fun, and free experience for families in the area. KEPR TV's viewers care about local events that bring people together, particularly when they can have a positive impact on the lives of veterans.
What about the story is timely or relevant? Is there a local angle?	The event is timely because it's happening right before Halloween, a period when families are looking for fun and safe ways to celebrate. The local angle is clear: the event is happening in Prosser, part of KEPR TV's coverage area, and it directly benefits local veterans and their families, making it relevant to the Tri-Cities community.
What potential multimedia could be included or captured to add value to the story?	Video footage of families enjoying the Halloween-themed activities like archery, catapults, and the potato gun. Interviews with Khris Beyer or attending veterans and their families to share the personal impact of the event. Photos of children and families engaging in outdoor games and crafts. Visuals of the scenic ranch setting and community interaction.
What is the call-to-action for the media contact? What do you want them to do?	I want Jedediah Hoyt at KEPR TV to cover the event, either through on-site coverage or a feature segment in advance of the event. An interview with Khris Beyer would provide insight into the mission of the Friends of Disabled Veterans and highlight the importance of community involvement in veteran support.

## The Pitch

**Subject Line:** Local Halloween Event Brings Families Together in Support of Veterans

**Your email pitch:**

Hi Jedediah Hoyt,

Paragraph 1: I hope this message finds you well. I'm reaching out to share a community event happening near you that we believe would be of interest to KEPR TV's audience.

On Oct. 26, the Friends of Disabled Veterans will host their annual Ranch Halloween Event in Prosser from 10 a.m. to 4 p.m. This free, outdoor event will bring families together for a fun-filled day while supporting our local veterans.

Paragraph 2: The community-focused event offers a fresh take on family-friendly fun with activities like archery, catapulting, and a potato gun. It's an opportunity to highlight the importance of local efforts in supporting disabled veterans.

By participating, attendees help create joyful memories for veterans and reinforce the community's commitment to empowering those who have served our country.

Paragraph 3 We'd be glad to provide additional details or arrange an interview with Khris Beyer, the senior operations director of Friends of Disabled Veterans, to discuss the event's goals and its impact on the local veteran community.

Thank you for considering coverage of this special event. Please feel free to reach out for more information or to explore potential features for KEPR TV.

Thanks,

JoJo Maestas

Public Relations student specialist

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