

Media List

Source 1

Publication- The Huffington Post

Website Link- https://www.huffpost.com/entry/pet-costumes-walmart_1_6337bee6e4b03e8038be8ce9

Journalist Name- Laura White

Email- scoops@huffpost.com

Topic Title- The Best Pet Halloween Costumes At Walmart

Why- I chose this media outlet because The Huffington Post is one of the most well-established blogs and is taken pretty seriously.

Source 2

Publication- Cosmopolitan

Website Link- <https://www.cosmopolitan.com/lifestyle/g23472909/halloween-party-ideas/>

Journalist Name- Mariah Schlossmann, Mikhaila Archer, and Hannah Chubb

Email- inbox@cosmopolitan.com

Topic Title- Preheat Your Cauldron and Try These Halloween Party Ideas for Your Next Ghouls Night

Why- I chose this media outlet because again it is a well known magazine and is catered to younger girls; also this article is great for a specific event for this target audience.

Source 3

Publication- BuzzFeed

Website Link- <https://www.buzzfeed.com/danicareahan/halloween-costumes-from-amazon-youll-actually-want-to-wear>

Journalist Name- Danica Creahan

Email- pr@buzzfeed.com

Topic Title- 22 Halloween Costumes From Amazon You'll Actually Want To Wear

Why- I chose BuzzFeed for my third media outlet option because it has grown a lot over the years and is used by millennials and Gen Z.

Pitch

Subject Line: Halloween Story Suggestion for Paperless Post

Dear Mariah Mikhaila and Hannah,

Hello! I hope you are all doing well. I really enjoyed reading the recent article you wrote about Halloween party ideas for a girls night! It was fabulous, fun, and very well done. I for one love to host cute little parties and took notes for my own get-together this October.

I thought you might be interested in what we have been doing at Paperless Post. We are an online greeting and invitation platform that is recognized as the most unique and curated platform to help celebrate all of life's precious moments. Simply put, Paperless Post is fast, interactive, easy to use, and customizable. Our goal is to link Paperless Post with holidays and special events in the minds of our consumers.

As its spooky season, and I know you like to write about Halloween related ideas, holiday themed festivities will be booming and Paperless Post is the best addition to the finishing touches of a perfect Halloween party!

We are experts on the origins of Halloween as we have done lots of research for our e-cards. Carving pumpkins, trick-or-treating, and wearing scary costumes are traditions of Halloween that has been followed for years and years. It first was a pagan religious celebration of the end of summer and start of harvest; November 1st was also a day to honor saints. These two adopted each other's traditions and evolved to become what we call Halloween. Looking into the reasons behind each tradition is really fascinating if your interested.

This might be a good story for your publication's readers especially with the young female target audience at Cosmopolitan because that is also our target audience. Statistically, 71.6% of all party hosts are women and the average age of a party host is 22 years old.

If you have any questions or would like to go forward on this collaboration, please reach out to me.

Kate Sexton
Associate Director of Media Specialist
(555)-555-1234

Authors Note:

I added a lot more content than I original had with my first draft. I chose the Cosmopolitan outlet because I liked that article the best, and then I worked on writing the pitch! I think this assignment was a little difficult for me, but I think I did a good job. I changed my tone to be conversational and fitting for the media outlet Cosmopolitan. I also added history and some statistics to help it all tie in together.