



A Pitch Letter or Email Can Help Get Media Attention

A **pitch letter** is used when the subject of your story is not time-sensitive. The purpose of a pitch letter is to create interest so the media will decide to do a story about the topic. Pitch letters are most effective if they are addressed to a specific person in the media (e.g., city editor at the newspaper, a local television reporter or radio announcer, etc.). Pitch letters work best if they include the story of a real community member who is willing to be interviewed about how the availability of the Library Innovation Studio Makerspace had a direct effect on his/her life. Pitch letters can be sent as emails. But when sending a pitch letter as an email, links are included for more information (not attachments) and the email subject line must really stand out (e.g., Our Town Resident Grows New Business in the Library).

SAMPLE Pitch Letter (Open this as a Word document to edit/alter the content, replace the stories with local stories, adjusting the font and margins so the page can be printed on your library letterhead.)

Library Innovation Studios: Transforming Rural Communities

[Date]

[Name]

[Title]

[Name of Media Outlet]

[Address]

[Address]

Dear [NAME]

- A young student explores electronics using a kit to make a Lego[®] robot.
- A senior citizen builds a prototype birdhouse and uses computer software to automate the process so that all the family members across the country get one for the holidays.
- A young family with an idea for starting a local business solve manufacturing, packaging, and marketing problems.
- A youth group makes embroidered textiles to raise money for a school trip.

These are just a few examples of how Makerspace equipment at [NAME of library] is connecting our community members with information and breaking down barriers to knowledge and experimentation. Many people in our area would have no way to access this type of equipment to “tinker,” explore careers, and develop their own entrepreneurial enterprises. In the few weeks that [NAME of library] has hosted the Library Innovation Studio, more than [insert number] people used the equipment.

I hope you will consider writing an article about the opportunities that the Makerspace equipment and this learning experience give our community. I would be happy to arrange interviews with individuals and community groups that are benefiting from this project. See <http://nlc.nebraska.gov/grants/InnovationStudios/Components> or attached equipment list.

Enclosed is more information about our library. I will give you a call in a few days to see if I can answer any questions or arrange interviews. But please do not hesitate to call or email me first with questions.

Thanks in advance for your consideration.

[Your Name]
[Title]
[Phone Number]
[Email]
[Library Web Address]

NOTE: This equipment is available in our library through the Library Innovation Studios project, hosted by Nebraska rural public libraries to support community engagement and participatory learning experiences by providing access to technological and innovative learning tools not readily accessible locally. The Nebraska Library Commission, along with partners University of Nebraska-Lincoln (UNL), Nebraska Innovation Studio, Nebraska Extension, and Regional Library Systems, are collaborating with local public libraries on the *Library Innovation Studios: Transforming Rural Communities* project. The project is made possible in part by a National Leadership Grant of \$530,732 awarded to the Nebraska Library Commission by the Institute of Museum and Library Services (IMLS grant #LG-95-17-0046-17).

CONTACT INFORMATION

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Library Innovation Studio equipment in our library for a hosting period of eighteen to twenty weeks, includes components from the following categories:

- **Digital fabrication** (3D printer, laser cutter, vinyl cutter, CNC router);
- **Electronics** (prototype kits, microcontrollers, robotics);
- **Textiles** (heat press, embroidery/sewing machine);
- **Digital media creation** (filmmaking/digital photography);
- **Music technology; and**
- **Specialized software, button maker, laminator and basic hand tools.**