

**Sample media pitch email—for illustrative purposes only, from my Strategic Communications Writing course**

To: shelbyfleig@dmreg.com (Shelby Fleig, Des Moines Register General Reporter)

Subject: Feature opportunity: employees facing disabilities in the workplace

Message:

Hi Shelby,

I really enjoyed your recent feature spotlighting how the Tinker V. Des Moines ruling enabled students surviving the Parkland shooting to speak out through school platforms.

I'm reaching out with a story idea I think you may be interested in covering based on your past coverage of community events and social issues. Principal recently partnered with a nonprofit, The Facing Project, to spotlight employee stories of facing disabilities in the workplace. We released a book highlighting what it's like to deal with a hidden disability or support family members with different abilities while balancing work life; you can check out all of the stories at [principal.com/beyondfacevalue](http://principal.com/beyondfacevalue).

We know disabilities in the workplace are not often talked about and believe that members of the Des Moines community would benefit from hearing real-life examples of what it's like to face different abilities in the context of working at Principal. We hope these stories can start important conversations around the value of an inclusive workplace, and inspire community members to be more accepting and understanding of others.

I'd be happy to give you a quick call if you'd like to discuss the project in more detail.

Thanks for your time and consideration, and have a great day!

-Allie Smaha

Sr. Communications Specialist  
[email omitted for privacy]

**Sample media alert—for illustrative purposes only, from my Strategic Communications Writing course**

**To:** dlawhon@dmreg.com

**Subject:** Media Advisory – 2019 Principal Charity Classic volunteer registration open

FOR IMMEDIATE RELEASE, JAN. 23, 2019

**Volunteer for the 2019 Principal Charity Classic and impact Iowa kids**

**WHAT:** Volunteer registration for the 2019 [Principal Charity Classic](#) is now open. The Principal Charity Classic has contributed more than \$17 million to Iowa children's charities over the last 12 years. That impact couldn't happen without amazing volunteers from around the Des Moines community. [Learn more and sign up to volunteer here](#). A variety of volunteer positions are available:

- Admissions
- Merchandise
- Office Staffing
- Transportation
- Volunteer Headquarters
- Course Marshal

More information can be found on the Principal Charity Classic's [Volunteer FAQ page](#).

**WHEN:** The tournament runs from Thursday, May 28, 2019 to Sunday, June 2, 2019. Some volunteer assistance is needed in advance of the tournament. [See specific shift details and committee job descriptions here](#).

**WHERE:** The tournament is held at Wakonda Club, Des Moines, IA. Free volunteer parking is available in a designated area at Southridge Mall, 1111 E. Army Post Road. Dedicated (volunteer only) shuttles will transport volunteers to the volunteer only entrance on the south side of the golf course. The volunteer shuttle hours will accommodate all early and late working shifts. [Click here](#) for directions and more parking information.

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**Contact Information:**

Allie Smaha, Sr. Communications Specialist  
[phone number omitted for privacy]  
[email omitted for privacy]

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**Sample news release—for illustrative purposes only, from my Strategic Communications Writing course**

To: rbasu@dmreg.com

Subject: Principal spotlights working with disabilities in book, event

**Contact information:**

Allie Smaha  
Senior Communications Specialist  
[phone number omitted for privacy]  
[email omitted for privacy]

**FOR IMMEDIATE RELEASE:** Aug. 17, 2018

**Beyond Face Value: Principal spotlights working with different abilities**

**Des Moines, Iowa.** — In every workplace, there are people dealing with challenges and different abilities you might not notice at first glance. Principal strives to create an inclusive workplace where every employee feels comfortable bringing their best self to work, no matter their life situation or ability. So, Principal partnered with [The Facing Project](#)—a nonprofit that connects people through storytelling—to help raise awareness about inclusivity and celebrate differences in the workplace. Together, they produced a book titled *Beyond Face Value*, released at a joint employee and community event on Aug. 16, 2018.

“*Beyond Face Value* was an effort to bring employees and community members together, to paint a picture of what it’s like to face different abilities in the workplace in various capacities—caring for a child, a spouse, a parent, or themselves,” says Allie Smaha, one of several writers for the project.

In an effort over a year in the making, 18 employee writers connected with 18 storytellers from Principal, Easter Seals, and Goodwill. Together, they shared intimate, eye-opening stories of disabilities, caregiving and the other unseen issues that can impact your ability to balance work and family demands.

“I’m so grateful to have played a small part in bringing this project to life. My co-workers trusted writers like me to listen to their stories and help share them with the world—and that’s a very brave task. Through this project, I’ve learned a lot, but above all else, what stuck with me is this: each of us has a story. Our stories make us different, but they also bind us together. We are all more than the things we can and cannot do. And a little empathy goes a long way,” says Allie.

Read or listen to their stories at [principal.com/beyondfacevalue](http://principal.com/beyondfacevalue).

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**For additional information, contact:**

Allie Smaha

Senior Communications Specialist

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