

How to Send an Email

Dear **NAME NAME**,

I am **NAME NAME**, and I'm working on a story about **NAME** for the **PUBLICATION**. I'd like to talk face-to-face, so let me know a good time I could interview you. Here are the questions I have about **STORY**. If it's easier, you may reply with your answers. Thank you for your time and help with this **STORY**.

Who should approve this email before sending?

When will you learn to email like a professional?

Why do bad emails make everyone in journalism look like a moron?

Thank you,

[your correct signature set up in Google]

Tell what story or project you're working on

Write questions in bold with space to allow room to answer on reply

Proper Address

Introduce yourself and what publication you're on

Proper Salutation

Do Not

- Demand an interview or reply
- Ever EVER say ASAP - Your deadline is not theirs
- Write incomplete sentences
- Use bad grammar
- Be vague and ask "what you know about" be specific

Do

- Be professional
- Be respectful
- Get an editor's or adviser's approval before sending
- Use a proper (searchable) Subject line

What Not To Do

Subject: URGENT!

Hey!

This is Jon, this email will be over a story **I volunteered for, which** would be the way you make money from vending machines. I would greatly appreciate **EVERYTHING IN DETAIL** of what you know, who I can talk to, your opinions, what you know and everything - evrything this story is **due ASAP** so I would also greatly **appreciate** it if you could get back to me soon your help is greatly appreciated.

Not searchable

Don't be informal. Be professional

Vague needs never get answered

Spell check

Not editor or adviser approved

Many run on sentences

Why does the interviewee care?

Never give them demands. Your deadline is not theirs