

Youth Media Council
➔ SAMPLE GOOD & BAD LETTER TEMPLATES

Staying in communications with reporters about a job well done, is just as important as letting them know when their article or story wasn't thorough. When a reporter or producer does a particularly good or bad job, let them know. Remember, just as a typo or inaccuracy can damage the effectiveness of your press release, the same can hurt your credibility in building relationships through feedback.

GOOD: For Positive, Accurate and Balanced Coverage of Your Issue

Dear [FILL IN reporter name]:

Thank you for your story [FILL IN the article title or TV/radio story description].

I want to commend you for the balance, accuracy and fairness of your story.

In particular, I appreciate [FILL IN the historical context or accuracy, i.e. your accurate portrayal of our youth/members, your attention to detail, your critical analysis of the problem].

If you don't mind, I'll be sending you periodic updates on developments in our work. In the meantime, please feel free to email or call [FILL IN your direct phone number and email] if you have any questions. We're happy to be one of your community sources.

All the Best,
_____ [FILL IN your name and organization]

BAD: For Inaccurate, Biased or Unbalanced Coverage of Your Issue

Dear [FILL IN reporter name]:

I saw your story [FILL IN the article title or TV/radio story description and the date], and want to thank you for your commitment to issues important to your viewers/readers.

There are a few inaccuracies that I'd like to call your attention to:

- You included [misspelled name], which [should have been spelled _____]
- You quoted me as saying, ["inaccurate quote"], when [I had in fact said _____]
- Your story mentions [inaccurate fact]. [The truth is _____]
- Your story presents [inaccurate representation of your organization or issue]. [I want to clarify that...]
- Your story left out [missing perspectives]. A fair and balanced story [would have included _____]

I hope you'll receive this feedback in the spirit of common pursuit of fairness, accuracy and balance. We look forward to continuing to work with you. Please feel free to email or call [FILL IN your direct phone number and email] if you have any questions. We're happy to be one of your community sources.

Respectfully Yours,
_____ [FILL IN your name and organization]