

From: Melanie Johnson [REDACTED]

Date: April 20, 2021

To: Starla Pointer, Staff writer [REDACTED]

Subject: Young and Old Share Ways They Live Green

Starla,

I am writing to suggest a feature story about unique ways community members are caring for our environment, based on the results of Incahoots' recent Live Green essay contest, which was held in celebration of Earth Day April 22. The purpose of the contest was to engage community members in a conversation about ways to better care for the planet.

For the contest, both children and adults took pen to paper to write about ways they are taking environmental responsibility. Writers were as young as eight—and as old as 74. “It was fun and encouraging to hear about all the things people are doing to live green,” Incahoots' co-owner Janet Gahr said.

Local third grade teacher Sally Smitty used the contest as a writing activity in class. “We talked about the importance of caring for the planet and went around the class so each student could talk about their concerns.” The kids' enthusiasm rubbed off on some of their parents, too, she said. One mother asked for a copy of the entry form so she could enter as well.

The ideas people shared were wide and varied:

- Tony Jones, 16, and his younger brother Michael, 14, created a “Community Assistance Team” last summer by gathering neighborhood

friends, donning plastic gloves and walking down city streets picking up garbage from the sidewalk and on sides of the road.

- Addy Rivera-Fox, 11, is planting cherry trees this spring with her father Luke Fox.
- Conor Robin, 7 said his father helped him build a birdhouse.
- Emily Olin sews reusable bags to use for gift giving. (Pattern available upon request.)
- Stan Dailey started riding his bike to work a year ago, which reduced his fossil fuels emissions—and his waistline. He lost 14 pounds, he said.
- Grandmother Thalia Buttons gave each of her grandchildren and nieces a basket of perennial flowers for Easter. She helped them plant the flowers in their yards so they can enjoy the gift year after year. “That’s something you can’t do with a chocolate bunny,” she said. The children loved the idea and asked her if she would do it again next year, she said.
- Phillipe Sanchez installed a dual-flush converter in the toilet in his apartment, started taking shorter showers and quit letting the water run while he brushes his teeth. “I’m not only using less water, I’m using less money to pay my water bill,” the Linfield College student quipped.

“We were super impressed with the entries of the children—and adults,” said Incahoots’ co-owner Brian Bailey. “There are just so many creative ways that people in our community are stepping up to take responsibility for the earth.” It makes him proud to live in this community, he said.

Let me know if you would like copies of the essays and contact information for the entrants.

Best regards,

Melanie Johnson

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Melanie Johnson

Media Contact

Cell:



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About Incahoots

Incahoots is a family owned and operated garden, floral and gift store in McMinnville, Oregon. The unique shop, located in the heart of Oregon's wine country, features a collection of eclectic gifts perfect for brightening any day. The store's offerings include stunningly arranged and fresh cut flowers, indoor and outdoor plants, local art, handcrafted jewelry, coffees, teas, music and other novelties. Longtime owners Janet Gahr and Brian Bailey care about the environment and endeavor to sell products that are earth friendly.

Brief Description of the Selected Medium

The single mass medium I selected for my pitch letter is the Yamhill County's News-Register in McMinnville, Oregon. The semiweekly newspaper has a circulation of 10,000, circulation manager Connie Crafton said. The county has a population of about 100,000, which means one in every ten homes in the area either subscribe or purchase the newspaper each day and the majority of those subscribers live in McMinnville.

The other newspaper in Yamhill County, The Newberg Graphic, is one of 25 newspapers owned by the Pamplin Media Group. However, the News-Register is locally owned and operated. That means it is more likely to run the story than the out of town paper published by a conglomerate.

I chose to pitch the story to one of the News-Register's staff writers, Starla Pointer. She is the best choice because she writes many of the paper's feature stories. In addition, she writes a column called "About Town," so there is a chance the pitch could prompt a story about the 45-year-old company as well.