

Sep. 26, 2023

Ms. Brooke Cain
Service Journalism Editor
The News & Observer
bcain@newsobserver.com

Dear Ms. Cain,

October is National Adopt a Shelter Dog Month. Dogs are an integral part of American culture, and these poor dogs need publicity.

Orange County Animal Services is hosting an event throughout this month of October, called "Adopt-A-Dog", starting this Sunday, Oct. 1 and will repeat on the following four Sundays. This event aims to create positivity regarding adopting dogs by turning the gloomy animal shelter into a fun environment that kids and adults can both enjoy. A happy atmosphere is key to finding a home for these sheltered dogs.

Given that the event lasts a month, this event has multiple opportunities to get a good story. However, 12 - 3 p.m. on Sunday, Oct. 1 is the critical time frame. Sandra J. Strong, the Director of Orange County Animal Services, will be there for the commencement of the event and give an opening speech.

I've read your work, and judging from your stories about animals (specifically the story about the abandoned pup in Raleigh), I believe this story would be an excellent one for you to cover. Adopt-A-Dog begins soon, so I will call you around noon this Friday to discuss further details and gauge your interest. I have a media advisory and fact sheet regarding event scheduling and more specifics about Adopt-A-Dog if you feel that you need some more information.

Sincerely,

Logan Madden