

[Your Full Name]
[Your Professional Title]
[Your Email Address]
[Your Phone Number]
[Date]

[Recipient Name]
[Recipient Title]
[Media Outlet/Company Name]
[Recipient Email Address]

Subject: Referral from [Referrer Name]: [Story Pitch Headline/Topic]

Dear [Recipient Name],

[Referrer Name] suggested I reach out to you directly regarding a [story/project/exclusive] I am currently managing that aligns with your coverage of [Recipient's Beat/Industry].

I am currently representing [Client/Organization Name], who is [brief description of news, event, or unique perspective]. Given your recent work on [Link/Title of Recipient's Recent Article], I thought this might be a natural fit for your audience because [reason for relevance].

A few key points regarding this story:

- [Key Highlight 1]
- [Key Highlight 2]
- [Key Highlight 3]

I have attached the full press release and relevant media assets for your review. Are you available for a brief call next [Day of Week] at [Time] to discuss this further, or should I coordinate an interview with [Client Name]'s spokesperson?

Thank you for your time and for the work you do at [Media Outlet Name].

Best regards,

[Your Signature]
[Your Website/Portfolio Link]