

[FULL NAME]

[Phone Number] | [Email Address] | [LinkedIn Profile] | [Portfolio/Writing Samples Link]

[Date]

[Hiring Manager Name]

[Title]

[Organization Name]

[Organization Address]

Dear [Hiring Manager Name],

Re: [Job Title] Application

[Opening Paragraph: Connect your journalism background to the strategic communication needs of the company. State clearly how your experience at [News Organization] translates to driving brand narrative and managing stakeholder engagement.]

From Reporting to Strategy:

[Second Paragraph: Highlight your ability to distill complex information into compelling narratives. Mention your experience with deadlines, multi-platform storytelling, and audience analysis. Explain how your "nose for news" helps identify proactive PR opportunities.]

Media Relations and Crisis Navigation:

[Third Paragraph: Leverage your insider knowledge of the newsroom to explain your advantage in earned media strategy. Discuss your ability to anticipate journalist inquiries, manage brand reputation, and build authentic media relationships.]

Impact and Results:

[Fourth Paragraph: Provide specific metrics if possible-reach, engagement, or successful campaigns. Link your editorial judgment to the organization's specific goals mentioned in the job description.]

[Closing: Express enthusiasm for pivoting your skills to [Organization Name] and request an interview.]

Sincerely,

[Full Name]