

## Pitch Items for 4-H: Query Letter, Social Media Posts, Media Artifact

### Query Letter to National 4-H Headquarters

To the leaders of the 4-H community,

My name is Kellie Doherty, a former 4-H member in Anchorage, Alaska. I'm currently a graduate student at Ooligan Press, Portland State University's student-run non-profit publishing house associated with the Master's in Writing. We would like to enlist your help spreading the word about our newest young adult book, *A Series of Small Maneuvers* by Eliot Treichel, through our "#booksinthewild" hashtag where teens share photos of themselves exploring and reading our book outside. The novel follows the journey of a teenager named Emma as she goes canoeing with her father, her father's fatal accident, and Emma's ultimate survival in the wild and beyond. It is a truly empowering story.

By spreading the word, you would be helping the only student-run teaching press in the United States. This partnership will help bring a wider audience - made up of readers, writers, authors, designers, and publishing professionals - into 4-H's view. Additionally, this partnership will fit nicely with your mission to empower young people, challenging them to lead more active and healthier lives. We will also use the ever-popular #4HEverywhere hashtag in our origin image and encourage other members involved in the campaign to do the same.

We would love to partner with your social media network to help spread the word. I've crafted a Facebook post, a Twitter post, and an image centered around this idea. While it would be wonderful if you could post these things from your own accounts, you could also repost, retweet, and share our Ooligan Press posts instead.

Please contact me by November 30th with any questions or concerns. I look forward to hearing from you!

Warm regards,

Kellie Doherty - Ooligan Press/Anchorage Alaska 4-H Member

### Craft a Tweet

[#SmallManeuvers](#) by E. Treichel is out, and we dare teens to go in the wild, read it, & share pics.

[#booksinthewild!](#) <http://tiny.cc/fsqt5x>

### Craft a FB Post

*A Series of Small Maneuvers* by Eliot Treichel empowers teens to experience the outdoors. Whether it's during a long hike, a lovely canoe ride, or a picnic with your friends, we challenge you to get outside and read today! Share the photos of yourself out in the wild with *Small Maneuvers*, and use the hashtag [#booksinthewild](#). <http://tinyurl.com/ngx2qe8>

### Craft an Image

