

SAMPLE (NOT REAL)

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Your Contact Info

Mr. John Smith,
Big Forests Magazine
123 Publisher's Lane,
Vancouver, BC, V4R 2E2
Correct Editor's Name

Dear Mr. Smith,

Early Lumberjacks or Heli-Loggers: Which is Better for Squirrels?

Hook the reader's attention

If squirrels could vote on logging techniques, they'd definitely support heli-loggers. It may seem counter-intuitive, but traditional lumberjacks with their big muscles and sharp saws have been responsible for far more squirrel trauma than modern heli-logging. That's because heli-logging drastically reduces the likelihood of post-logging landslides - a major cause of squirrel death. Evidence also suggests the noise from helicopters gives squirrels advance warning so they can get away from trees about to be toppled.

Describe the article, including proposed length

I propose a 900 word article, "Early Lumberjacks or Heli-Loggers: Which is Better for Squirrels?" for *Big Forests Magazine*, that introduces your readers to how changes in logging over time have impacted squirrels. Using historical squirrel diaries and obituaries, the article will reconstruct the experience of B.C.'s squirrels in the 19th century and compare it to contemporary squirrels living in logging areas.

Why is it good for them?

This article is timely as the *B.C. Logging Association* is currently involved in a long-running lawsuit with *Humans for Squirrel Rights*. This story promotes issues important to your readers, many of whom are invested both emotionally and financially in the logging industry. To supplement the piece, I can provide an emotional historical photograph of a squirrel running for his life in the face of a lumberjack.

Who the heck are you?

Below is a relevant writing sample of an article I wrote for the *Globe and Mail* in which I profiled chipmunks, Alvin, Simon and Theodore. I am a PhD candidate at the University of Animalia, studying the history of furry creatures. I also maintain a popular blog, *Rodents throughout History* that describes human-rodent interactions in the past. Please do not hesitate to contact me if you have any questions and thank you kindly for your time and consideration.

Sincerely,

Adam Crymble

- **Tone and Style reflect the planned final article**
- **Clear evidence I read the magazine**
- **Clear evidence I read the submission guidelines**