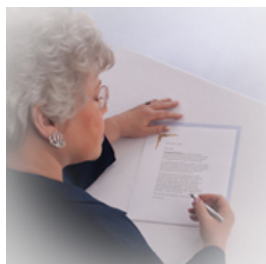


Media Hooks

October 2013 Edition

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Occasion, Scenario, or Situation		Hook
S E A S O N A L		
January	National Thank You Month (January)	2-4-6-8: Who Do YOU Appreciate? 8 Tips to Show Your Gratitude in a Heartfelt Letter
	New Year's Day (Jan 1)	Start a New Year's Tradition: Write What You're Grateful for!
	Compliment Day (Jan 24)	Give the Best Compliment Ever—a Heartfelt Letter!
February	International Friendship Month (Feb)	Don't Text Your BFF for International Friendship Month—Write a Heartfelt Letter Instead!
	Valentine's Day (Feb 14)	Appreciate Your Lover: Write On!
	Family Day (Canada; 3 rd Mon in Feb)	Love Your Family? Show It in a Heartfelt Letter!
March	Brothers and Sisters Day (last Sat in Mar)	Wow Your Bro or Sis with a Heartfelt Letter!
		Hey Bro, Hey Sis—Share Your Love in a Letter!
April	National Poetry Month (April)	Are You a Poet Who Knows It? Show Your Gratitude in a Poem!
	Admin. Professionals Day (4 th Wed in Apr)	Thank Your Admin in a Letter? Absolutely!
May	Older Americans Month (May)	What Older American Inspired You? Show Your Appreciation in a Letter!
	Teacher Appreciation Week (1 st full Mon-Fri in May); National Teachers' Day (Tue of that week)	Inspired by Your Teacher? Say It in a Letter!
	Mother's Day (2 nd Sun in May)	Flowers Die, Trinkets are Forgotten. Touch Mom's Heart with a Letter of Appreciation Instead!

Occasion, Scenario, or Situation		Hook
May (continued)	Armed Forces Day (USA; 3 rd Sat in May)	Return to May Patriotism: Express Your Appreciation in a Letter
	Memorial Day (USA; last Mon in May)	From Patriotism to Picnics: What Have We Lost?
June	Ball Point Pen Day (Jun 10)	Love Your Ball Point Pen Once Again Why the Pen is Mightier than the Keyboard
	Flag Day (Jun 14)	Write a Love Letter to Your Country!
	Father's Day (USA; 3 rd Sun in June)	Skip the Ties—Bowl Dad Over with a Heartfelt Letter of Appreciation
July	National Parents' Day (4 th Sun in July)	Parents Love Letters—from YOU! Love Your Parents in an Appreciation Letter
August	Sisters Day (1 st Sun in Aug)	Share Sis-to-Sis Appreciation in a Letter "Hey, Sis—You're Great!" Put It in Writing on Sisters Day
September	Women of Achievement Month (Sep)	Write a Letter of Appreciation to a Woman You Admire
	Grandparents Day (1 st Sun after Labor Day)	Grandparents Shortchanged on Gratitude? Repay Them with a Heartfelt Letter!
	National Stepfamily Day (Sep 16)	Step Up to the Plate on National Stepfamily Day: Write What You're Grateful for
	World Gratitude Day (Sep 21)	What in the World Are You Grateful for? Put It in a Letter!
	Good Neighbor Day (Sep 28)	Gratitude for Great Neighbors: Give Thanks in Writing!
October	Family History Month (October)	Enrich Your Family History with a Letter of Appreciation Create a Richer Family History With Heartfelt Letters of Appreciation—It's Never Too Late!
	World Teachers' Day (Oct 5)	Inspired by Your Teacher? Say It in a Letter!
	National Boss Day (Oct 16, if a weekday; otherwise, the working day nearest Oct 16)	Give Your BOSS a Positive Review!
	Thanksgiving (Canada, 2 nd Mon in Oct)	This Thanksgiving, Count Your Blessings in a Letter
November	El Dia de los Muertos (Nov 1)	Celebrate El Dia de los Muertos with a Letter of Appreciation to Your Departed Loved One
	Veterans Day in USA, Remembrance Day in Canada (Nov 11)	Thank Your Favorite Veteran—or a Veteran You Don't Know—with a Letter of Appreciation
	Universal Children's Day (Nov 20)	Surprise Your Kids with Letters of Appreciation: Say Why They're Special
	Thanksgiving (USA, 4 th Thurs in Nov)	Say Grace in Writing on Thanksgiving

Occasion, Scenario, or Situation		Hook
December	Write to a Friend Month (December)	Don't Text Your BFF for National Friends Month—Give a Heartfelt Letter Instead!
	New Year's Eve (Dec 31)	Reflect Gratitude to Each Other This New Year's Eve
C O N T R O V E R S Y		
People are forgetting how to write meaningful personal letters. Will we be sorry?		Is Heartfelt Letter Writing a Forgotten Skill? 3 Things to Include in Your Letter, Plus Creative Ways to Present It
Who writes heartfelt letters anymore? Why should we?		D-liver D-letter, D-sooner, D-better: Express Your Appreciation in Writing and Leave a Legacy!
		Get to the Heart of Gratitude in a Heartfelt Letter
There's a long-term cost when we no longer write meaningful personal letters to one another: It's the loss of an important form of written history.		Without Letter Writing, Are We Destroying Our Family History?
H E A L T H I E R S E L F & W O R L D		
Gratitude holds many health benefits: less stress, better sleep, and more positivity among them.		Get Better Quality Sleep and Greater Well-Being with an Attitude of Gratitude
		25% Happier with an Attitude of Gratitude? Happily, True!
Grateful people are more inclined to help others and in that way they change their world for the better		Grateful People Help Others More and Change Their World
C A R E E R & B U S I N E S S		
Service providers are always looking for ways to attract and keep quality clients.		Adopt an Attitude of Gratitude in Business and Reap the Profits!
Instead of the stereotyped cutthroat working environment, try this new business model.		Turn Your Workplace into a Thank Tank!
When people remember to say thanks at work at all, they do it in a fleeting, soon-forgotten way. There are better approaches.		Creative Ways to Say Thanks at Work
P R O B L E M S O L V I N G		
Relationships don't seem to be as direct and deep as they once were; people are busy and preoccupied. How to strengthen your relationship through gratitude		Gratitude—Your Relationship Rejuvenator! 3 Touching Tips to Express Heartfelt Thanks
What can you do for your wedding that is unique, makes a positive difference in your relationships, and leaves a legacy?		Brides, Grooms, Parents: Make a Difference and Build a Legacy with Heartfelt Letters!
When someone you love has died, perhaps you feel the chance to tell them of your love and gratitude has also passed. But there are still ways...		How to Write and Present a Letter to the Dearly Departed, and Why It's Important

Occasion, Scenario, or Situation		Hook
W O M E N ' S I N T E R E S T S		
Age 15-25	How to write a heartfelt letter of appreciation, even if you don't know cursive writing	Keypad vs. Pen: How to Communicate Heartfelt Gratitude in the Tech Age
	Exploring ways to use technology yet convey heartfelt gratitude	Plug in to Gratitude: The Role of Tech in Communicating Heartfelt Thanks
Age 25-35	How to show your gratitude in a letter—or another creative way. (examples of word plaques, word art, and framed letters)	3 Fun, Lasting Ways to Show Gratitude in Writing
Age 35-45	How to be grateful when you're juggling so many responsibilities already	Grateful? Take Time Out to Write It Out!
Age 45-60+	Women who take time to write thoughtful, heartfelt letters of appreciation to their loved ones will add new life to their relationships.	Gratitude—Put It in Writing and Rejuvenate Your Relationship!
T V I D E A S		
What do these plaques, this word art, and this letter have in common besides their frames? They show different ways of expressing gratitude when “the magnitude of your gratitude is bigger than a thank-you note.” Demonstrate how each item is inspired and created. Guide a show host or audience member in creating one of these works on the air.		Gratefully Creative and Loving It!
Before the show, have audience members select, from a list of 15 demographic positive-word lists (Older Woman, and Someone Religious or Spiritual, Military Service Member, Teen Boy, etc.), one or two lists that would apply to someone they'd want to write a letter of appreciation to. The idea is to select 2 or 3 of the most important positive traits to write about. Then invite an audience member (volunteer) to come up on the set and step through what might be written in such a letter.		2-4-6-8: Who Do YOU Appreciate?
R A D I O I D E A S		
Invite a guest to call in to talk about who he/she would like to write a letter of appreciation to. Lynette can offer specific advice on how to get started. (Guest will then be given free PDF download of “I Need It Now!” version suited to that type of letter (if available) or copy of Lynette's book sent Priority Mail (if not).		Is Heartfelt Letter Writing a Forgotten Skill?

Thanks for Your Time and Interest—Hope to Hear From You Soon!