



Appendix Six

Letter for Invitation to Speak to Media

To obtain a speaking engagement from a conventional media outlet, use this sample letter of request as your guide. After you send your request, it's critical to follow-up with a phone call. Ask if the editor or reporter if they received your email and let them know you would like to set up a time to speak to them.

Michelle Boorstein
Religious Editor
Washington Post
Washington DC

Date:

Subj: Sisterhood of Salaam Shalom Unique Perspective on Muslim-Jewish Relations

Dear _____,

We are deeply troubled by the swastikas painted on the University of Tennessee campus. We appreciate your team covering this story and understand that you are reaching out to communities of faith and interfaith partners to explore their sentiments in the wake of this incident.

I am a member of the (your chapter name) of the Sisterhood of Salaam Shalom, a grassroots organization in the US and Canada dedicated to fighting hate against Muslims and Jews (<https://sosspeace.org>). As Muslim and Jewish women, we shine a light on a different path, one of friendship, solidarity, and action. Our unity and commitment to speaking up against hatred on behalf of each other is often absent between our two communities. As a (co-leader/member) of the Sisterhood of Salaam Shalom, (your chapter name) Chapter, I believe I will add unique perspective to your coverage.

I look forward to providing a statement from the Sisterhood of Salaam Shalom in your upcoming feature. Feel free to contact me at: (insert email address and phone number) if you have any questions. I look forward to hearing from you.

Your Name
(Your Chapter Name) Sisterhood of Salaam Shalom
#RiseandRespond