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Public Relations Writing  
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EMAIL TO CLIENT

To: [contact@moderntexasliving.com](mailto:contact@moderntexasliving.com)

From: [mackenzie\\_grizzard1@baylor.edu](mailto:mackenzie_grizzard1@baylor.edu)

Subject: Media Kit for Modern Texas Living

Hello Ashley Munn,

I hope all is well! The media kit for Modern Texas Living is finally complete, and I hope it will support your goal of gaining new advertising partnerships and promoting local businesses.

Here is a preview of what is included in the media kit:

- A news release announcing the publication of a new magazine edition
- A backgrounder detailing information about your company for promotional reasons
- A media pitch and list to send to potential journalists and reporters to uplift your business.

Thank you for helping me fulfill this Public Relations Writing course requirement at Baylor University. It has been a pleasure working with you. Please let me know if you have any questions!

Best,

Mackenzie Grizzard



## News Release Overview

This section entails a news release for Modern Texas Living's upcoming publication, *Faces and Places of the 254*. The release includes the topics covered in the magazine, where it will be available, when it will be published, and the people included in some of the articles. Once set to the media, the goal is to increase awareness of MTL's other quarterly publications and increase the customer base. Specifically, readers will be persuaded to read this publication and MTL's other quarterly publications throughout the year.



**FOR IMMEDIATE RELEASE**

**Modern Texas Living**  
Contact: Mackenzie Grizzard  
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[mackenzie\\_grizzard1@baylor.edu](mailto:mackenzie_grizzard1@baylor.edu)  
[www.moderntexasliving.com](http://www.moderntexasliving.com)

*Modern Texas Living launches new publication featuring prominent local businesses and people*

WACO, Texas - July 25, 2025 - Modern Texas Living's fall publication, *The Faces and Places of the 254*, will launch August 16 and will highlight prominent local businesses and individuals that promote the uniqueness of Waco.

Since 2017, Modern Texas Living has provided Waco with tangible marketing solutions and lifestyle guides in their magazine publications, uplifting the people and businesses of Waco.

"Here at Modern Texas Living, we love Waco just as much as you do, and what to share that love everywhere," Ashley Munn, founder of Modern Texas Living, said.

*The Faces and Places of the 254* will include spotlights of local Waco businesses, restaurants, healthcare providers, and more. It will also highlight several local families that exemplify the true "Waco charm."



## Fact Sheet Overview

The purpose of a fact sheet is to provide an overall view of your business. It is typically a shot and succinct one-pager that outlines the what, where, when, why, and how of Modern Texas Living. It can be used during media interviews, internal communications, and more. This fact sheet aims to be functional and versatile, serving both internal and external communication goals.



## Fact Sheet

### Modern Texas Living

#### Key Facts

- Founded in 2017, located in Waco, Texas
- Website: [moderntexasliving.com](http://moderntexasliving.com)
- Mission: Modern Texas Living aims to connect the broader Waco community by highlighting Waco businesses and amplifying local voices in both print and online formats.

#### The Magazine

- Format: Quarterly publication, both print and digital
- Content Focus:
  - Local businesses
  - Family-friendly activities
  - Lifestyle features
  - Dining and Shopping Guides
- **Marketing/Advertising Services**
  - Branding and Logo Design
  - Website Design
  - Social Media Management
  - Event Promotion
  - Digital Advertising
- **Contact Information**
  - Email: [contact@moderntexasliving.com](mailto:contact@moderntexasliving.com)
  - Phone: (254) 749-1670



## Media Pitch Overview

The purpose of a media pitch is to persuade a journalist or media specialist to write a story about Modern Texas Living and build awareness for the brand. Julie Hays is an award-winning journalist for KWTX, and Modern Texas Living has previously featured her in one of their publications: *Waco Men and Women to Watch*. The goal of this media pitch is to persuade Ms. Hays to write an article about Modern Texas Living and highlight the brand.

To: [julie\\_hays@kwtx.com](mailto:julie_hays@kwtx.com)

From: [mackenzie\\_grizzard1@baylor.edu](mailto:mackenzie_grizzard1@baylor.edu)

Subject: Modern Texas Living: Uplifting local voices and businesses

Mrs. Hays,





I am writing to you regarding Modern Texas Living, a local company dedicated to promoting local Waco businesses. Since you were previously featured in one of our publications, I believe Modern Texas Living would interest your readers at KWTX!

Modern Texas Living is a lifestyle publication here in Waco that focuses on uplifting local businesses and promoting the very best Waco has to offer. Since 2017, they have been dedicated to the city of Waco by offering marketing and advertising services, and curating creative content for Wacoans and tourists alike.

Their new publication, Faces and Places of the 254, will be published in mid-August and highlight local business owners and families that exemplify the Waco charm.

Let me know if you are interested in highlighting Modern Texas Living in one of your stories. I look forward to hearing from you!

Best,

Mackenzie Grizzard

Baylor University Class of 2026