
Commitment Letter
FOR LOCAL COMMUNICATIONS OUTLETS
(NEWSPAPER, TELEVISION AND RADIO)

By signing below, I agree to be an actively engaged leader in the Blue Zones Project. I am committed to transforming my community into a place where some of the healthiest, happiest and most productive people live. I believe that becoming a Blue Zones Community will positively engage and impact my community.

I agree to champion the effort to become a Blue Zones Community and to make it a top priority of the community and my organization by providing the following:

- Endorsement of the Blue Zones Project.
- Ongoing coverage of major milestones and/or compelling human interest stories (i.e., follow transformation of a handful of lowans over the course of the campaign).
- A specific reporter or team of reporters to cover the initiative.
- Dedicated space, guest columns and/or blogs regarding the Healthiest State Initiative and/or the Blue Zones Project.
- Dedicated coverage of the Gallup Healthways Well-Being Index® (daily, weekly, monthly or quarterly updates).
- Promotion of the Healthiest State Initiative and/or Blue Zones Project through my website or the www.blueszonesproject.com website.



(Signature)

12/22/11

(Date)

Ronald C Peterson

(Print Name)

Publisher

(Title/Position)

Sioux City Journal

(Organization)