

Pitch 1:

Hello Miranda,

Brands are striving to connect with today's largest target market, Millennials. This new generation of influencers is changing how brands communicate.

At 8 p.m. on Wednesday, Dec. 2, Ball State University will be hosting Kelli Parsons, senior vice president and chief communication & marketing officer at New York Life Insurance, for the [37th Annual Vernon C. Schranz Distinguished Lectureship](#).

She will be speaking about how she's shifting a brand to appeal to the Millennial audience and what this new consumer power means to young professionals.

Because of Ball Bearings' focus on the Millennial generation, an interview with Parsons would be a great supplement to your piece, "The Digital Native: Millennials and Technology." I can arrange for you to meet and interview Parsons on the day of the event. Would you be interested? Please let me know either way.

For more information, please see the attached press kit. I am also more than happy to answer any further questions you may have or share this information with one of your fellow Ball Bearings staff members.

Thank you for your time and consideration.

Pitch 2:

Hello Mackenzie,

They saved the best for last! Students can attend the last Professional in Residence event of the semester at 8 p.m. on Wednesday, Dec. 2. At the [Vernon C. Schranz Distinguished Lectureship](#), students will hear from a chief communications & marketing officer with 25 years of experience.

I know that you interviewed Randi Zuckerberg and thought you may be interested in interviewing another industry leader.

Kelli Parsons, from New York Life, a Fortune 100 company and the largest mutual life-insurance company in the U.S. will be speak about her experiences in communications, marketing, consulting and news media. She will also speak about how today's largest target market, Millennials, are reshaping marketing communications and what that means for young professionals.

I can arrange for you to meet and interview Kelli Parsons on the day of the event. Would you be interested? Please let me know either way.

The Mary H. Schranz Public Relations Scholarship will also be awarded to Tori Banser, a junior, who is an executive board member of Ball State's chapter of Public Relations Student Society of America and an account coordinator for Cardinal Communications.

For more information, please see the attached press kit. I am also more than happy to answer any further questions you may have or share this information with one of your coworkers.

Thank you for your time and consideration. I look forward to hearing from you!