

## **Case Study: Media Pitch**

**Subject:** Exclusive opportunity to interview Dan Ross

Hi, Ethan.

My name is Anaaya Shah, and I am one of the communication specialists at Purdue University. I admire the work you have done as a sports reporter at the Journal & Courier. Your story about Harrison freshman Nola Painter sharing her reaction to hitting her first hole-in-one at IHSAA Sectionals was really intriguing.

I recently discovered that there is an opportunity to tour the construction site of the Pete & Alice Dye Clubhouse at Purdue University, and we would be honored for you to come and take it. If you are unaware of this, you can find more details [here](#).

If you're interested, you will also get to interview Dan Ross, the PGA head director and professor of instruction and the head golf professional at Purdue University.

You can come by on Tuesday, September 24, at 6:00 pm or Friday, September 27, at 4:00 pm. Since you are passionate about sports, we think this would be a great opportunity for you to learn more about the golf clubhouse and report on the construction update. If you have any questions, feel free to reply to this email or text me on +1 (765)-810-2251.

Have a great week ahead! We hope to hear from you soon!

Best,  
Anaaya