

created as part of the requirements for a writing assignment and not meant to be published nor to represent the organization(s) listed herein

Hello Brian,

With North Carolina's 11th district Congressional election upon us, I wanted to bring to your attention that Madison Cawthorn from Henderson County has entered the race on the Republican ticket.

Cawthorn is a born and raised Hendersonville resident and is the current CEO of a real estate investment company. He is also a nationally known and recognized motivational speaker and was nominated to the U.S. Naval Academy by Congressman Mark Meadows. However, in 2014 Cawthorn was involved in a tragic car accident, leaving him wheelchair bound and paralyzed from the waist down. This has never stopped him as he is a fighter and is now ready to dedicate himself to the American people.

Cawthorn is charismatic, kind, and loves interviews. He is available to set up an interview with you next week, which I would be happy to coordinate. For your convenience, I have included links to the Madison Cawthorn campaign website and Facebook page. Additionally, I have attached an infographic that summarizes some demographics of North Carolina's 11th district.

It is important that we get this information out soon, since every day counts in the campaign process. We hope that as the premiere news station in Western North Carolina, WLOS will consider covering this news for the voters.

I will follow up with you in the next few days. In the meantime, you may contact myself at 555-555-5555 or by email at lvale@hotnews.com. I look forward to hearing from you soon.

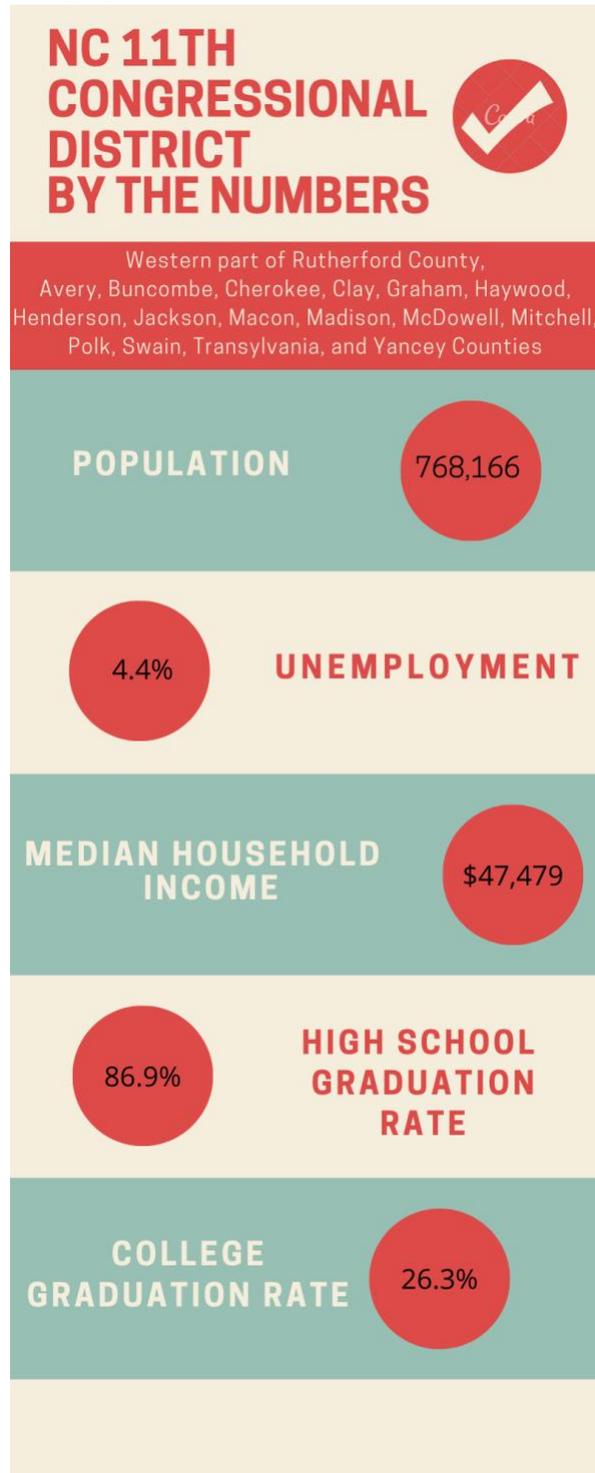
Sincerely,

Leisl Vale

<https://madisoncawthorn.com/>
<https://www.facebook.com/Cawthorn2020/>

**Note from author- I just wanted it to be clear that this pitch is strictly meant to announce the candidate's entrance in the congressional race. It is not asking the news station to support, nor even mention, the candidate's specific political positions.*

Infograph for Pitch



References

Aronson, M., Spetner, D., & Ames, C. (2007). *The Public Relations Writer's Handbook: The Digital Age*. San Francisco: Jossey-Bass

Ballotpedia. (n.d.) Madison Cawthorn. Retrieved from

https://ballotpedia.org/Madison_Cawthorn#Campaign_themes

Ballotpedia. (n.d.) North Carolina's 11th district. Retrieved from

https://ballotpedia.org/North_Carolina%27s_11th_Congressional_District

Madison Cawthorn for Congress. (n.d.). *Home* [Facebook page]. Facebook. Retrieved February

6, 2020 from <https://www.facebook.com/Cawthorn2020/>

Send a Fighter to Congress. (n.d.). *Home* [Website]. Retrieved on February 6, 2020 from

<https://madisoncawthorn.com/>

WLOS. (2018). WLOS/WMYA welcomes in new news director. Retrieved from

<https://wlos.com/news/local/wloswmya-welcomes-in-new-news-director>