

Bianca Abello
Professor Courtney Munther
J 352
February 29, 2024

Pitch Email Assignment

To: **Erik Skopil** *eskopil@247sports.com*
Subject: Oregon Football Spring Game Showcases Top-5 Recruiting Class
From: Bianca Genevie Abello

Hi Erik,

I hope this email finds you well. My name is Bianca Abello, and I am a media spokesperson for Oregon Football. I am reaching out to extend an invitation to you to cover this year's Oregon Football Spring Game on April 27.

The Oregon Ducks are the third-best class in the country, comprised of 22 consensus four-star recruits, six three-star prospects and a two-star punter. You will be witnessing their talent in a live scrimmage, with a first glimpse of the team's strategy and potential for the upcoming season. The opportunity allows you to observe the players, assess coaching tactics and gauge the team's success for the upcoming season.

As you are a dedicated sports reporter with a captivating podcast discussing the football program, your analysis will be valuable in capturing the excitement of this event.

To ensure your visit is enjoyable, we are pleased to offer the following accommodations:

1. **Press Pass:** You will receive a press pass granting you access to all areas of the stadium, including the press box, sidelines and post-game press conferences.
2. **Exclusive Interviews:** You will have the opportunity to interview players, coaches and staff, providing you with unique perspectives about the team that resonates with your podcast listeners.
3. **Media Facilities:** There are dedicated workspaces available to accommodate your needs, including Wi-Fi access.

We are committed to ensuring your experience covering the Spring Game is both productive and delightful. If there are any additional requests you may have, please don't hesitate to let us know.

Thank you for considering our invitation to the Spring Game, and we look forward to welcoming you at Autzen Stadium this April.

Best,
Bianca Genevie Abello, Media Spokesperson

bga@uoregon.edu

(510) 396-7813

To: **Aaron Heisen** aaronheisen31@gmail.com

Subject: Oregon Football Spring Game Showcases Top-5 Recruiting Class

From: Bianca Genevie Abello

Hi Aaron,

I hope this email finds you well! My name is Bianca Abello, and I am a media spokesperson for Oregon Football. I am reaching out to extend an invitation to you to cover this year's Oregon Football Spring Game on April 27.

With your expertise in sports journalism and capturing large-scale events, you may enjoy covering the excitement of the Spring Game. As a fellow alum, your perspective is invaluable, and we believe that your analysis will be valued in showcasing the Ducks on the field. This year, the Oregon Ducks boast the third-best class in the country, offering a first glimpse of their potential during a live scrimmage. You will have the opportunity to exclusively interview the players and staff, providing you with unique perspectives about the team that your audience will appreciate. Your coverage of the event will resonate with our community and fellow alumni, and we would be honored to have you there.

Thank you for considering our invitation to cover the Spring Game, and we look forward to welcoming you back to campus for this exciting event.

Best,

Bianca Genevie Abello, Media Spokesperson

bga@uoregon.edu

(510) 396-7813

*Aaron prefers pitches to be 2-3 sentences

To: **Jarrid Denney** jarrid.denney@on3.com

Subject: Oregon Football Spring Game Showcases Top-5 Recruiting Class

From: Bianca Genevie Abello

Hi Jarrid,

I hope this email finds you well! My name is Bianca Abello, and I am a media spokesperson for Oregon Football. I am reaching out to extend an invitation to you to cover this year's Oregon Football Spring Game on April 27.

The Oregon Ducks are the third-best class in the country, comprised of 22 consensus four-star recruits, six three-star prospects and a two-star punter. You will be witnessing their talent in a live scrimmage, with a first glimpse of the team's strategy and potential for the upcoming season. The opportunity allows you to observe players such as former UCLA quarterback Dante Moore, assess coaching tactics and gauge the team's success for the upcoming season.

As you are a dedicated sports writer with recent articles about Oregon's transfer portal, your story will be valuable in capturing the excitement of this event.

To ensure your visit is enjoyable, we are pleased to offer the following accommodations:

1. Press Pass: You will receive a press pass granting you access to all areas of the stadium, including the press box, sidelines, and post-game press conferences.
2. Exclusive Interviews: You will have the opportunity to interview players, coaches and staff, providing you with unique perspectives about the team that resonates with your readers.
3. Media Facilities: There are dedicated workspaces available to accommodate your needs including Wi-Fi access.

We are committed to ensuring your experience covering the Spring Game is both productive and delightful. If there are any additional requests you may have, please don't hesitate to let us know.

Thank you for considering our invitation to cover the Spring Game, and we look forward to welcoming you back to campus for this exciting event.

Best,
Bianca Genevie Abello, Media Spokesperson
bga@uoregon.edu
(510) 396-7813

AI-Generated Email Pitch

Subject: Exclusive Invitation: Cover Oregon Football Team's Thrilling Spring Game!

Dear [Reporter's Name],

I hope this email finds you well. My name is [Your Name] and I'm reaching out to extend an exclusive invitation to you to cover the Oregon Football Team's highly anticipated Spring Game.

As a dedicated sports reporter with your finger on the pulse of the latest developments in collegiate athletics, we believe your insight and coverage would be invaluable in capturing the excitement and energy of this event.

Here are some key details about the Spring Game:

- Date: [Date of the Spring Game]
- Time: [Start Time]
- Location: [Stadium or Venue Name]
- Highlights: Witness the Oregon Ducks as they showcase their talent and depth in a live scrimmage, providing a glimpse into the team's strategy and potential for the upcoming season. This is a prime opportunity to observe standout players, assess coaching tactics, and gauge the team's overall readiness for the challenges ahead.

Moreover, we are thrilled to offer you access to exclusive interviews with players, coaches, and staff, providing you with unique insights and perspectives to enrich your coverage.

Our goal is to provide you with everything you need to create compelling and insightful content that resonates with your audience. Whether it's a feature article, live updates, social media coverage, or video highlights, we are committed to supporting your efforts every step of the way.

Please let us know if you're interested in attending the Spring Game and if there are any specific accommodations or arrangements you require to ensure your coverage is seamless and enjoyable.

We truly believe that your coverage will add tremendous value to our event and help amplify the excitement surrounding the Oregon Football Team. Thank you for considering our invitation, and we look forward to welcoming you to what promises to be an unforgettable Spring Game experience.

Warm regards,

[Your Name]

[Your Position/Title]

[Your Contact Information]

[University/Team Name]