

Pitch Letter: Business/Economic Angle

From reading your business section I know that stories about entrepreneurs doing great things is a large part of what you report on. I am a student working with actual clients in an experiential learning class at Salem State College. I am writing to bring your attention to a hidden gem in our own backyard that is positively impacting our local job economy. It could be the focus of a current and relevant business story. Innovative Computer Courses is located on the campus of Salem State College. This small company has been training people to a level where they are employable in the computer era with an incredible success rate. In fact, they have garnered a 100% employment rate for their graduates and 120% salary retention rate for their students who are re-entering the work force after being laid off.

Co-founders Dennis Liberge and Carolann George started ICC in 1997. ICC is a computer learning and training center that focuses on helping individuals become marketable for future employment. They work with placement agencies to ensure their graduates have every chance to find work. Dennis and Carolann are truly passionate people who are willing to tell their story.

ICC is helping to train a more skilled workforce for our local economy. This story would be relevant to local business owners, politicians, casual readers, and the thousands of unemployed Boston area residents. ICC is helping people everyday to regain control of their lives in a technology driven world. They do so in an un-intimidating, accessible way, with a focus on the individual. The stories from their students (teenagers to the elderly) could provide a myriad of possibilities for an important and engaging story.

I will be happy to arrange a time for you to interview the principals of ICC, Dennis Liberge and Carolann George. I know they would be excited about the opportunity to share their story with your readers. I could also set up an in-person visit for you at their Salem office where you could have access to their students as well. I will call you early next week to follow up. I can also provide you with sample student testimonials if you request.

Regards,

P.R. Major:
Salem State College
Experimental Learning Program