

Media Pitch

SUBJ: Story Idea – Why it makes sense to nurture girls and women in tech careers
TO: Nick Manes, Finance & Technology Reporter, Crain’s Detroit Business

Mr. Manes,

I wanted to run this story idea by you to see what you think. As a reporter of finance and technology, I think this topic would be of interest to your readers.

In an industry notoriously dominated by men, the Michigan Council of Women in Technology Foundation seeks to leverage young women into Michigan’s most in-demand technology positions.

To do this, since 2006, MCWT has worked with young girls in as early as the fourth grade to ensure women are equally prepared and sufficiently positioned for professional technology opportunities and careers.

Here is a sampling of the tips, trends, and topics MCWT can speak to:

- **Importance of Early Networking & Mentorship** – girls and young women in the program that have the opportunity to meet with executives, business owners, entrepreneurs, and other students dedicated to a thriving technology community have a much easier time navigating the demanding tech industry.
- **Learning Tech Skills & Putting Them to Practical Use** – from youth summer camps to college and graduate school scholarships, and through a multitude of programs, events, and other learning experiences, MCWT is inspiring and returning technologically-oriented women.
- **Retention of Female Tech Majors** – retention is below 10 percent worldwide. However, MCWT has managed to push their retention rate to over 90 percent for its scholarship recipients through a focus on education, engagement, and empowerment.
- **How Emerging Technology Can Be Applied in Other Industries** – with partners and board members representing retail, health, auto, and technology industries, in organizations such as Meijer, Blue Cross Blue Shield of Michigan, Ford Motor Company, and Microsoft, we provide thought leadership as to how technology is emerging and invaluable in diverse fields.

With a vision of making Michigan the number one state for women in technology and 14 years of increasing success, MCWT has a rich library of support, tips, and resources that might be helpful to your technology readers.

Please let me know if you think this article idea would be considered by your publication. Thank you for your time and expert opinion on this. I really appreciate it. I will be sure to follow-up with you via email at the end of the week if I have not heard back from you!

Kind regards,

Brittany Thomas

Briefing Memo

TO: Melanie Kalmar
FROM: Brittany Thomas
DATE: September 10, 2020
SUBJ: Interview with N. Manes of Crain's Detroit Business

This is to confirm your in-person interview on **Tuesday, September 15, 2020**, at **10 a.m.** with Nick Manes, finance and technology reporter for Crain's Detroit Business. I will be on-site to greet Nick and facilitate the interview.

Nick is interested in writing an article about emerging technology in metro Detroit and MCWT. Specifically, Nick has expressed interest in learning what opportunities we are providing to girls and young women in Michigan, what sets our organization apart from other with similar missions and goals in Michigan, and how it all can be applied to today's digital age.

For consistency, you may want to focus on the following aspects of our organization as well as any relevant statistics you have found in your research that can pertain to these topics:

1. Importance of Early Networking & Mentorship

Working collaboratively and building strong, impactful relationships with peers, industry experts, mentors, and other technology leaders assists with knowledge, skill development, and locating professional tech job opportunities.

2. Learning Tech Skills and Putting Them to Practical Use

Participation in our programming, events, seminars, and other development activities allows students to practice and articulate important technological skills. Our programs are engineered to see students learn, apply, and reflect on these skills. Practical application is important and expected in today's tech job market, as outcomes and key performance indicators are assessed routinely to measure the effect of projects and initiatives.

3. Retention of Female Tech Majors

Elaborate on the study conducted in 2019 regarding our retention efforts and results in comparison to global female tech major retention rates. Be prepared to address potential explanations included in the study for the difference in retention between MCWT and global figures, as well as other technology non-profit organizations in Michigan. (A copy of this study can be forwarded to you if it is needed).

4. How Emerging Technology Can Be Applied in Other Industries

Ultimately, we want the community to understand that technology is a part of most industries and that crucial technology positions do not only exist with technology companies. A brief discussion of board members and thought leaders, such as Terry Ledbetter with Meijer, Amy Krause with Blue Cross Blue Shield of Michigan, Lisa Genslak with Ford Motor Company, and Jill Maiorano with Microsoft, is encouraged (I

have gathered and attached brief statements and contact information for each of these board members).

You should already have the tips for media interviews and the media advisory. So, to additionally help you prepare, below, I have included some background information on the publication and a recent article Nick has written so that you can get a better sense of his writing style.

If you have any questions prior to the interview, please contact me on my cell at 313-467-5806. Otherwise, I will see you at your office on Tuesday morning.

Thank you!

Brittany Thomas

Publication Background

Since 1985, Crain's Detroit Business has served Southeast Michigan's business influencers and decision makers with must-have news and information that can't be found anywhere else.

Crain's is the leader in the coverage of Detroit on the rise and the economic and policy issues that affect every business and professional in Southeast Michigan with one aim: helping them succeed. Crain's offers deep and broad coverage of real estate, health care, banking/finance, technology, sports, manufacturing, retail, food, hospitality/tourism, education, law, entrepreneurship, life sciences, energy and transportation.

Website: <http://www.crainsdetroit.com>

Company Size: 11-50 employees

Headquarters: Detroit, MI

Recent Article

(Please see attached)

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