

Memorandum

To: Prof. Michael Dowding
From: William Chapman, COM CM331, B1
Date: March 18, 2024
Word Count: 238 (excluding subject, salutation, sign-off)
Target Audience/Publication: Haley Lyndes of Apartment Therapy Blog and readers
Re: Pitch email, Draft 1

For this pitch email, I chose my publication and writer as one that frequently writes “How To” articles on achieving living space cleanliness as well as the occasional tool or gadget review. Due to the word count constraint and other guidelines, I chose to exclude a direct connection to readers as apartment-dwellers, especially where I had an opportunity to do so in the three-bullet list of features with the “quieter” insulated unibody. This is a choice I stand by though because not all of Apartment Therapy readers live in apartments and it does not appear that a significant majority of their articles are specific to apartments anyway. I was intentional about my expert being one that spoke about a respiratory condition so that my story idea could be revolving around the timely COVID-19 pandemic and vice versa, and this decision informed the three health-relevant features I used to supplement the pitch, especially GermStat. I also framed the CDC in relation to EZXL in a similar light as the way Kevin Portnoy was written about in the Yeti Arctic cooler sample because both references have garnered trust in the general public. This also allowed me to mention the specific guideline that the CDC has on HEPA-filtered vacuums such as EZXL, which I feel boosted the strength of my pitch.

WSC – 1st – March 8, 2024

From: William Chapman

To: Haley Lyndes, Apartment Therapy Blog

Subject: Story Idea: Achieve Ultimate Mid-Pandemic Floor Cleanliness

Dear Ms. Lyndes,

COVID-19 has changed our views of public health. Thanks to the Center for Disease Control and Prevention, we are now more conscious about preventing respiratory conditions, and following their guidance has proven to be a trusted way to keep safe.

However, considering a recent rise in COVID cases, I'd like to propose a story idea for a new edition of "Healthy Homes" in your April issue: "Achieve Ultimate Mid-Pandemic Floor Cleanliness." This article could reinforce CDC tips such as using HEPA-filtered vacuums to protect the immunocompromised and explain the ElectroZoom XL, the first-industrial strength consumer vacuum, as the one to do so. Dr. Stefanie van der Kellen, asthma specialist in Massachusetts General Hospital, stated that it provides "an effective way to create a much more breathable home" due to some of its features:

- **GermStat Filtration** – The HEPA-certified system attracts microbes and removes 99.97% of particles as small as 0.3 microns.
- **UltimateUltraWave Light** – EZXL is the first vacuum to feature an ultraviolet germicidal irradiation light that kills 90+% of pathogens like COVID-19.
- **Three-layered Bag** – EZXL traps debris inside a triple-filtered bag that automatically seals upon removal.

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If you're interested, I can provide high-resolution photos (URL HERE), a two-minute GermStat video, and an interview with Dr. Van Der Kellen. I'll give you a call to discuss potential next steps and questions. For the meantime, below is the news release.

Thank you for your consideration.

William Chapman

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