

Dear Mr. XXX,

Your readers would be interested in information about the Michigan labor market recovery, especially for college graduates. Phil Gardner, Director of the Collegiate Employment Research Institute at Michigan State University, predicted that the labor market will continue to grow for college graduates. "Several years of potential double-digit expansion may be in our immediate future," said Gardner positively. King Media understands the importance of "keeping local talent local." Therefore, we are pleased to announce that Emily Magyar, a recent advertising graduate of MSU, joins King Media as Marketing Coordinator.

As Marketing Coordinator, Emily will focus on managing King Media's social media, as well as providing strategic marketing solutions for our client accounts, with her 2 years of marketing-related management experience. We believe that King Media, and Michigan as a whole, will thrive with the input of recent college graduates.

I would like to be considered as a resource for your next story on the new graduate labor market. As an East Lansing-based agency, we want to contribute to the local community by providing chances for local talent to practice what they have learned in school while gaining more practical experience in the real world. King Media believes Michigan, and Greater Lansing in particular, is a great place for young professionals to learn, grow and thrive.

Please find an enclosed news release announcing King Media's new hire, which we would like to promote as a improving labor market effort across Greater Lansing. For more information, please visit: [kingmedianow.com/about-king-media](http://kingmedianow.com/about-king-media). If you are interested in speaking with Coleen King, the President & Founder of King Media, please send over your availability.

Thank You,

Jennifer Chiang  
Brand Management/Public Relations Intern  
King Media