

TO: Dino Grandoni (dano.grandoni@wopo.com)

SUBJECT: Exclusive interview with American Airlines CEO about carbon emissions goal

Dear Mr. Grandoni,

Transportation has staggering effects on climate change, and the airline industry has the power to curb some of the most damaging carbon emissions through its policies and practices.

As you may know from your extensive coverage of government climate policies and your recent articles about Biden's new climate platform, the EPA has released new guidelines for airline emissions. However, these guidelines have already been met by the airlines for years. Recent [reporting](#) by Coral Davenport in the New York Times highlights the need for an improved standard of emissions in order to combat climate change.

Even though the EPA is not requiring stricter emissions standards, American Airlines is committed to exceeding expectations and requirements. American Airlines has pledged to reduce carbon emissions by 20% by 2025, which totals half of the allowed carbon emissions per airline per year. This ambitious promise will not only set an industry standard but also fit within the airline guidelines of Biden's proposed climate plan.

If you would like to cover this story, I will get you in touch with American Airlines CEO Doug Parker to discuss the measures American Airlines is taking to reach this goal.

If you have any further questions or need more detail, please contact me at any time.

Thank you for your time,

Sarah Eissmann
American Airlines Media Relations Officer
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TO: query2720-12@helpareporter.net

SUBJECT: HARO Pitch: Graduate Student's Personal Branding Revelation

Dear Cynthia,

Getting social to get successful is a perfect way to describe personal branding. Your Zachary Lones post shows how no matter the occupation, putting in the work brings more success than just expecting a handout.

This is very true as a college student, as showing up and scraping by will not lead to success. As a Generation Z student, my personal branding journey shows the grit and dedication not often portrayed by the media and would provide new insights to your blog.

As a current graduate student, I find my work ethic in undergrad has lent itself to creating my personal brand. I'm fun, passionate and love to write, and these tenants follow me through life. To build my brand, I learned working "smarter, not harder," isn't always the correct approach. In order to be successful and work smarter, I had to ask the right questions and get the right help from my role models. However, I worked harder by putting in the practice; trying, failing and trying again; and dipping my toes into new things.

By working both smarter and harder, I was able to clearly find myself and find my brand, and I am now able to market myself clearly, as seen through my [website](#).

Thank you for your time, and I will provide you with more anecdotes and stories relating to the self discovery of my brand. You may contact me at any time with questions.

Thank you,

Sarah Eissmann
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