

[General Pitch]

Subject: How a Dallas Entrepreneur and First-Gen College Grad is Helping Young Pros Succeed

*[Alternative Subjects]*

*How One Company is Helping New Grads Start a Successful Career*

*How One Company is Making Launching a Career Less Intimidating*

*Dallas Company Provides Free Work Readiness Program to Propel Young Professionals Forward*

*TruePoint Provides Steppingstone First-Generation College Grads Need to Succeed*

Hi XX,

As millions of students begin their last year of college, many will be working towards another milestone of becoming the first in their families to earn a bachelor's degree. Launching a professional career can be intimidating for any young professional, especially for first-gen graduates.

First-generation and minority students lack the funding, advocacy and resources they need to elevate their career compared to continuing-generation students who have experience to guide them.

In 2021, Jessica Nuñez, founder and president of TruePoint Communications, created the Work Readiness Program to ensure aspiring communications professionals have adequate development, skillset growth and steadfast support they need to launch their career.

“This isn't some stiff, boring or intimidating environment,” said 2022 Work Readiness Program graduate Emma Stone. “It's a good chance to be able to ask questions. See what professionals would say.”

TruePoint's fall virtual program is open for applications from students and young professionals across the U.S. As many companies search for ways to find qualified employees, TruePoint has created a well of opportunity for applicants and employers, by providing the extra level of development.

Would you have interest in writing about this program and helping us reach more young professionals and companies?

Thank you for your consideration,

Lucy Burgess

**[Follow Up Quotes:]**

“There is a fundamental need to invest in our students to ensure they have every opportunity to succeed in their career. TruePoint Communications has become an advocate for young professionals studying communications. Jessica Nuñez and her team are working to propel students forward and ensure every student has the power and confidence to chase their dream career.”

[PRSA Media/PR Trade Publications]

Subject: How One Agency is Helping PRSSA Students Launch a Career

Hi XX,

As millions of students begin their last year of college, many will be working towards another milestone of becoming the first in their families to earn a bachelor's degree. Launching a professional career can be intimidating for any young pro, especially for first-gen graduates.

First-generation students, about [1 in 3 undergraduates](#), identify as first-gen and lack the funding, advocacy and resources they need to elevate their career compared to legacy students who are guided by college-educated family members who have come before them.

In 2021, Jessica Nuñez, founder and president of Dallas-based TruePoint Communications, and a first-generation college graduate, created the Work Readiness Program to ensure aspiring communications professionals have adequate development, skillset growth and steadfast support they need to launch their career.

The program launched in 2022 through a partnership with the University of Texas at Arlington's Public Relations Student Society of America.

TruePoint's Fall virtual program is open for applications from students and young professionals across the U.S. As many companies search for ways to find qualified employees, TruePoint has created a well of opportunity for applicants and employers, by providing the extra level of development.

Would you have interest in writing about this program, highlighting students like Emma, and helping us reach more young professionals and companies?

Thank you for your consideration,

Lucy Burgess

[Sourcing]

<https://educationdata.org/college-enrollment-statistics/#high-school-to-college>

<https://www.pewresearch.org/social-trends/2021/05/18/first-generation-college-graduates-lag-behind-their-peers-on-key-economic-outcomes/#fnref-31421-2>

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