

Hello Joel,

I am Luis Monell, Founder of 360 Academic Sports Academy (360 ASA).

I saw the article you wrote talking about youth baseball, and how important it is that organizations/programs are created to help grow youth baseball. The student-athletes go through showcases, skill development programs, academic enrichment classes, etc. One of those classes is sports journalism, which has become a great success with our student-athletes.

We would love for you to attend one of the sports journalism classes as a guest lecturer on the elements of storytelling in sports. Teach the students about how you approach writing a story, what to look for in finding a newsworthy story, what does an audience look for in a story and share some of your career journey. We'd also like to invite you to our upcoming boarding school showcase on Nov. 21 at Suffield Academy in Connecticut, so you can see what our student-athletes experience during one of our most important events of the year. Everyone is transported by bus, which departs at 10 a.m. We'll return back to our office around 5 p.m.

Expect me to follow up with you on Monday, Oct. 23 to confirm your attendance and review the details.

Sincerely,  
Luis