Media Pitch Email

Subject: Pitch: ITAV NOLA launches free STEM after-school initiative to bridge New Orleans youth resource gap

Dear Marcus,

I hope you are having a productive week.

My name is Jevon Hobbs, and I lead ITAV NOLA, a community organization dedicated to expanding educational resources, youth mentorship, and family support services across New Orleans. I am reaching out because I have been following your thoughtful reporting on educational equity and youth resource access in *The New Orleans Advocate*, particularly your recent piece examining the afternoon programming deserts impacting students in underserved local wards.

On November 15, ITAV NOLA is launching *Operation STEM*, a community-led initiative providing free, high-quality after-school science, technology, and tutoring programs directly within local neighborhood centers. Unlike traditional programs that carry high costs for working families, Operation STEM is completely free and specifically engineered to support working parents by integrating childcare support with hands-on STEM learning for middle and high school students.

Your reporting accurately demonstrated that thousands of New Orleans youth lack structured, safe educational environments during afternoon hours, leaving them vulnerable to academic slippage and resource isolation. Operation STEM directly tackles this crisis by partnering with local educators and student mentors from Xavier University of Louisiana to deliver consistent tutoring, coding workshops, and mentorship. Given your dedication to highlighting systemic disparities and grassroots solutions in our city, I believe your readers would be deeply interested in how community organizations are stepping up to fill this void.

Would you be available for a brief interview or a preview of our neighborhood launch event ahead of November 15? I would be delighted to connect you with our student mentors and participating families, provide an advance copy of our program impact data, or share our media toolkit.

Thank you for your time and for continuing to shine a light on the critical challenges and strengths of New Orleans youth. I look forward to hearing your thoughts.

Best regards,

Jevon Hobbs

Executive Director

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