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Students Get Real World Experience on AMC TV's *The Pitch*

Sept. 6, 2013

BLOOMINGTON, Ill. – Three Illinois Wesleyan University students were part of AMC Television's competitive reality program *The Pitch* as part of their internship experiences at **Bee-line Communications, Inc.**, an advertising and marketing agency owned by Wesleyan alumna Stacey (Jones) McClenathan '92. The new business "pitch" that Bee-line put together for the AMC series is scheduled to air Thursday, Sept. 12 at 10 p.m. Central time.

The Pitch takes viewers behind the scenes as advertising agencies compete for new business. Now in its second season, the series follows 16 small and mid-sized agencies as they compete for new business from such marketers as Little Caesars, Gibson Guitar Corp. and Tommy Bahama.

The student interns Lisa Peltekian '13, Max Polisky '13 and Mary Heath '13 gained valuable experience and learned firsthand how advertising agencies compete for new business during last spring's filming of the episode.

After serving as global marketing communications director at Motorola, McClenathan launched Bee-line Communications in 2005. The firm, based in Libertyville, Ill., was ranked on *Inc. Magazine's* 500/5000 list of the fastest growing privately held companies, a ranking based on three-year revenue-growth rates. The agency serves clients such as Motorola, Johnson Controls, Abbott, The Field Museum and International Capital Group.

Stacey McClenathan
Photo credit to AMC Networks



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