

## Media Pitching Template

With every media pitch you send you've got to find a way to grab a reporter's attention in a way that's not overwhelming but is still interesting.

Is there something you'd like to pitch? Answer the following questions to develop a clear and concise pitch for your organization.

**What's the most important piece of information you need to convey?**

**Is there a specific date or time frame that you need to reporter to be aware of?**

**Why would the reporter care about this news?**

**What is your ultimate goal of the pitch? (coverage, attendance, photo, meeting)**

**What are the resources my organization can provide an interested reporter?**

## Media Pitching Tips & Tricks

Unfortunately, in media pitching, there's no exact formula for success. Instead, there are some rules of thumb to adhere to as you strive for earned media coverage.

**Research your contact.** Before you start writing your pitch, make sure that the story matches with the reporter's current beat. Triple check to confirm that what your media database claims they focus on matches how their outlet lists them. This process could take 15-20 minutes but it's time well spent.

- Tip: Take it one step further and glean additional beat-related insight from their Twitter feed.

**Choose a simple subject line.** Reporters live in a world of brevity and facts, so your subject line should be plain and simple. Subject lines are not a place for cleverness, creativity and vagueness. The reporter should have a good idea of what they're about to get into based on your subject line.

- Tip: When you're torn about your subject line, think of what your ideal story headline would be related to the news you're pitching and use that.

**Determine your opening.** First and foremost, start off on the right foot by correctly spelling the reporter's name. Next decide whether or not to add a personal touch or get to the point. Here's how to determine that:

- Do you know the reporter? Be personal.
- Is there something significant you have in common? Sure, be personal.
- Does the subject matter lend itself to being light and fun? Sure, why not be personal.
- If you've never met the reporter, interacted with him/her or if the topic too serious, get to point of the email.

**Get to the need-to-know info.** Remove the hyperbole, ditch the jargon and keep it simple. Get right into what you're trying to convey with your pitch. Answer the 5 W's, use bullet points and stick to the facts.

- Tip: Remember a reporter wants to know what's in it for them? What's new, different and unique about this story? If you have an exclusive for them, put it up front and stand by the definition of 'exclusive.'

**Close with a question.** People naturally want to answer a questions that's asked of them so keep that in mind when closing your pitch. Thank them for their time, include your contact information and end the pitch with a direct question like "would you be interested in speaking with Abby about this announcement?" or a disarming question like "are you the right person in the newsroom to cover this story?"

## Example pitch

Here's an example of a pitch we've used:

Start off on the right foot—  
spell names correctly!

Hi Allison,

Personalizing isn't always necessary  
but nice if you've worked together in  
the past.

I hope you've been well since we last caught up.

Next Tuesday, Lowman's will open its largest grocery store on the East Coast, right here in Richmond. Just as the store opens at 8 a.m. on Tuesday, May 26, there will be a ribbon cutting at the store where Major Williams, Lowman's president and the store manager will participate and say a few words.

With such a booming grocery business in Richmond, people are very excited about another grocery option. This store has been a long-time coming and everyone at Lowman's and at the city is excited to open the doors.

Always make a direct ask.  
Remember, you're reaching  
out because you want them  
to do something.

Would you like to attend the ribbon cutting and get an exclusive tour of the store with the president? I can also make sure you speak with any associates, customers or city leaders that you think would add to the story.

Please let me know if you can make it.

Talk soon,

Lindsay