

## How to Pitch Your Story to the Media

- Determine who to reach out to. This could include the reporter who specializes in a particular area (e.g. education, health) and their assignment editor. If possible address them by name when e-mailing them.
- E-mailing your pitch rather than calling may be more effective. Newsrooms are often busy and frantic, and journalists may not be able to give your story their full attention. If you don't hear back on your e-mail, follow-up with a phone call.
- Keep your proposal short and get to the point quickly. Journalists don't want to read more than 150 words.
- Your pitch email should include the following:
  - A brief summary of the main points of your story and why it's relevant
  - Links to your campaign
  - Your contact information
  - Any available photos
- Approach the story from a national angle. Reporters love a local angle on a trending or national news story.
- Make sure you pitch a story, not the organization or company and be as specific as possible. For example: How much money did your organization receive? How many families were helped by the donation? How does this grant transform your organization?
- Make your story interesting and unique. Grab the reader's attention in the first paragraph and find a creative angle to make your story stand out. What makes your story warrant an article?
- Give all the information at once and include all the information a journalist may need, such as fliers, brochures and a press release to feel better informed about your story.
- There is a lot of negativity in the news, so share your good news. Show how your organization is helping solve a community issue and being a part of the solution.
- Put a face on the story. Make sure there is a human element, highlighting an everyday person. Officials give great information, but the average Joe is who the reader connects with. Do you have a success story within your organization or a person who turned their life around because of your program?
- Has the news written about your program before and you want to follow up? Provide links to the original story. It's possible that the original reporter who wrote about your organization is gone and you will need to catch the news team up to speed on what you are doing.