

7 STEPS TO A SOLID MEDIA PITCH

A media pitch is a targeted press release meant to interest a journalist/editor or media outlet in your news and to make it easier to cover it. Pitching a story to the media can be done in seven steps:

1 CREATE MEDIA CONTACTS

Build a media list: Compile a list of potential target publications (see examples in the box below). Identify an individual to address your pitch to; never pitch blindly to a general email account. Pitching to the right person increases the chance your story, job posting or event will be published or featured.

Develop relationships with media outlets. Relationships build trust with with contacts, who subsequently may be more likely to share your job positions or other news articles.

Connect with potential contacts via LinkedIn with a personal message identifying your area of expertise and interest in serving as an expert source for articles.



TARGET PUBLICATIONS:

Local newspapers

Regional news channels

Industry organizations

Social media influencers

Relevant podcasts and blogs

2 WRITE A CAPTIVATING EMAIL SUBJECT LINE

Use straightforward language.

Write emotional or engaging words which match your pitch.

Include details: what, how and why.

Make your subject line 60 to 100 characters.

3 DEVELOP A COMPELLING LEAD

Start your pitch with a sentence or two to entice your media contact to keep reading.

4 EXPLAIN WHY YOUR STORY IS IMPORTANT

Identify why the media outlet would be interested in your pitch.

5 ADD A STRONG CALL TO ACTION

Include a suggestion for the media contact's next steps, such as writing a feature story, interviewing you for a video or podcast, or sharing your news story.

Make the call to action brief and clear as to how you want the individual to respond.

6 CONCLUDE YOUR PITCH

Thank your media outlet recipient.

Offer contact details.

7 SUBMIT YOUR PITCH

Conduct a final review and proofread your pitch. Ask yourself, "Is my pitch presented in an exciting way that will get people interested?"

Send the pitch with content as the **body text** of your email rather than as an attachment.

If you have illustrations, photographs, charts, or other supplementary materials to complement the pitched story, identify the resources you have available to share.

Send each pitch separately rather than mass-emailing a media contacts list.



Remember to follow up with recipients after a few days.

Ask if they have any questions that would help them create a story for their publication.