

Tips on “Pitching” Your News

Pitching is a term used to describe the process getting your news or stories placed in newspapers or on television and radio. The following is a short list on how to pitch your news.

1. Using the sample media alert, fill in with the information pertinent to your event.
2. The media alert should be faxed, mailed and/or emailed to media, and depending on their preference. If in doubt, do all.
3. Then follow up with a phone call. Often, the media will not have received the alert and you will need to send again.
4. Once there is interest, then it's time to provide additional background materials, a press kit, etc. A formal and more lengthy press release may be part of the press kit.

Timing

1. **For print media**, send out the initial alert 10 days to a week before the event, followed by a phone call.
2. Then repeat the day or two before the event.
3. **For weekly and monthly publications**, while they may not be able to attend, they will appreciate and most likely use a photo of the event and a short story in their next publication.
4. **For broadcast media**, you don't need to send out the alert as early. A few days in advance is fine. Call to confirm receipt and ask if the item is in the folder for the day of the event. You will also need to call the day of the event.

Example of Phone Pitch

When you call the media to pitch your event over the phone, remember to keep it short and speak clearly. Think “sales call.” (In a way, you are “selling” your event.) To that end, be enthusiastic about your news!

“Hello, my name is _____ and I’m calling about a feature story I thought would be of interest to your audience. It’s [insert name of your event...headline on your alert]. That takes place on [day, date and time] at [location].

Is this story of interest? Did you receive the alert sent on _____? I can easily resend. (If they are interested, ask...) Can I provide any additional background information or help facilitate any interviews? Do you know how to get to [location of event]?