

# Tips for a winning media pitch

It's a loud world out there and journalists are no exception. Every day, we are all bombarded with messages in our social media feeds, emails, advertising, videos, podcasts... the ways in which messages are heard and delivered are seemingly endless.

A media pitch is a short, concise email to a journalist or influencer offering a news story. The purpose of a pitch is to generate interest and find out if they are willing to cover your story by interviewing a representative from your organization, attend a special event, etc.

Making sure your pitch stands out from the “clutter” is vital to ensuring your important message is heard by journalists and their audiences.

## Here are a few essential tips to a winning media pitch:

### 1. Do your research

- Develop a comprehensive media list including journalists, podcasts, websites and key influencers. Research which media targets would be interested in covering your story and take a look at their past work.
- Find out what topics they currently cover, if they may be interested in your topic, why they might be interested in your story, etc.

### 2. Have a clear subject line

- No need to get too creative here - get to the point and tell the journalist exactly what your pitch is about.

### 3. Use a basic structure

- List potential angles and spokespeople.
- End with a call to action, or an “ask” for the journalist to include a specific detail in their story (e.g. are you interested in setting up an interview?).

### 4. Keep it brief

- A big difference between a media pitch and a release is the length. Only provide key details about the story and explain why it will be of interest to audiences.
- Additional information or website links can be sent after a journalist agrees to proceed with a story. Invite them to look at the release for more information.
- Outline visuals available including b-roll, photos and infographics.

### 5. Make it newsworthy

- Have a unique story angle that has “newsworthy” qualities. These include impact, timeliness, celebrity, locality, conflict, trends, oddities and human interest.

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