

Tips for pitching your story to the media

BE TARGETED

Identify journalists who can help you reach your target audience.

Consider which medium might suit your message best - does it best lend itself to radio, print/online or TV?



GET THE TIMING RIGHT

Be aware of the busy times for the reporter you are pitching to and avoid contacting them at those times.

Don't pitch too far in advance (you'll be forgotten) but don't leave it to the last minute either! A week is usually ideal.



PERSONALISE IT

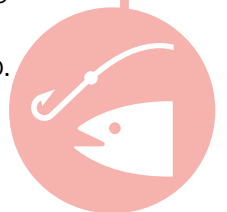
Avoid sending a generic email to all journalists.

Address each one by name and demonstrate how your story will interest/benefit their audience.



HAVE A "HOOK"

A 'hook' gets the journalist's attention and makes them want to know more. It's the thing that will grab their audience's attention too. Make sure your pitch answers the question "why would I care?"



FOLLOW-UP

Don't assume a journalist will reply to your email or media release. A polite follow-up call is essential.

Wait 2-3 days after your initial contact and phone them to check-in.



BUILD RELATIONSHIPS

Get to know the reporters you think will be valuable to you.

Building those relationships makes it easier to approach them when you want to pitch a story.

