



# Tips for Pitching to Media

Pitching is an art.

Here are some best practices you can follow to increase the chances of landing a pitch.



## 1 MAKE SURE YOUR NEWS IS NEWSWORTHY

If you want to get someone to cover your story, it's worth asking yourself these two questions before you even think about pitching the media outlet: Is my news actually newsworthy? Is my news presented in an exciting way that will get people interested?



## 3 CONNECT THE PITCH TO THE NEWS CYCLE

This is particularly critical if you are pitching an op-ed. How does the opinion piece fit in with the news that is unfolding now.



## 5 AVOID JARGON

When emailing story ideas and in interviews, avoid industry-related jargon. Speak more casually for those who are totally unfamiliar with a particular area of research, but be prepared to expand and get technical if needed.



## 7 MULTIPLE VOICES

Many pieces need multiple, diverse and inclusive voices to tell a broader story. A good story idea often goes beyond one immediate viewpoint, so understand your perspective might end up being one component of a larger story.



## 2 KNOCK ON THE RIGHT DOORS

In the media, individual journalists have their own specializations (a.k.a. their "beat"). Instead of sending your pitch to the general email address of a news outlet, it is best to address it to the person most relevant to the subject you're writing about. In other words: make sure you're knocking on the right doors before you start knocking.



## 4 CREATE A COMPELLING INTRO

You have just a second or two to hook them emotionally, so make it count.



## 6 KEEP THEM INTERESTED

Most stories in the media are based on some form of conflict—a problem that affects their audience in some significant way. Keep it simple and clear, state the problem and explain exactly how it impacts their audience.



## 8 BE READY

On-camera availability: When sending something out, have your researcher(s) ready to speak on camera as soon as possible.



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