

Will it Fly?® Educational Brief

Module: PR Pitch

Section: Content

Get to the point early. Some reporters will not even open the message if the subject line doesn't intrigue them. Try to include why the reporter should care in the subject line and first sentence or two of the pitch. Otherwise, the reporter may not continue reading, and you will have lost your opportunity.

You can also include a "call to action" in the pitch, such as requesting a meeting at a trade show you will both be attending.

Reporters also like to know you have their interests and their readers' interests in mind, so you can open the pitch with a line such as, "I thought your readers might be interested in the following story idea...", or, "I'd like to query your interest in X topic..."

Be selective about pitching the media. In fact, before you pitch any media, study it. Check out the publication/show/outlet. Figure out the media that covers similar topics and the formats they prefer. Whether pitching to a conservative news outlet, a women's fashion magazine or a morning talk show, determine whether your pitch: has news value for the reporter; helps build a relationship by bringing this information to his/her attention; and allows your company to serve as a resource to the reporter, by sharing this information.

Try to customize/personalize the pitch to the specific reporter's interest or beat. For example, don't send a reporter who covers healthcare issues a story idea focused on the manufacturing industry. Try to research the reporter online at the publication's website, or invest in an online service which provides such information as a reporter's beat, the way he/she prefers to be contacted, etc.

If you've seen an article the reporter wrote on the industry, feel free to mention that in the opening paragraph. "I saw your article on XX and thought

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this might be of interest." Or "I saw an article you recently wrote which covered our competitor X, and thought you might like to know that our company also offers solutions in this industry. We hope the next time you are writing about this topic, you might think of us as a resource."
