



MEDIA TRAINING

Pitching

To pitch: to contact a journalist and persuade them that a story is worth writing about, an event is worth covering or an individual is worth quoting.

DO'S & DON'TS OF MEDIA PITCHING

DO'S

DO know the audience you want to reach.

DO know about the journalist you are pitching to and that he/she is appropriate for your audience.

DO be concise and convincing.

DO find a "hook" - why the story needs to be covered now.

DO be well-versed and prepared on the subject of the call.

DO be confident and self-assured.

DO call reporters back promptly.

DO be strategic.

DON'TS

DON'T assume that the person you are pitching knows the issues or even cares about the subject matter when you call. Your goal is to make them care enough to listen to your pitch.

DON'T call reporters at the wrong time.

DON'T miss an opportunity to make your pitch. If you get a journalist on the phone and they are available to listen, move quickly to give them the story.

DON'T make things up. Be sure you give accurate information.

DON'T use jargon.

DON'T come off as timid, meek or nervous.

DON'T give up – there is a balance to be struck between badgering and polite persistence.

RIPTIDE COMMUNICATIONS, Inc. offers a comprehensive training series to help organizations with press relations for specific campaigns or their general practice. We can also provide customized trainings to best meet your needs. Contact us at **212.260.5000** or **info@riptidecommunications.com**.