

Media Pitching via email

10 Tips for Success

- 1. Get their attention with a snappy subject line.** Make it clear that your story has a strong news hook, and will be timely, meaningful and relevant to the specific outlet and journalist's audience.
- 2. Be judicious with the jargon.** This is especially true in the case of editors whose outlets are designed for a general audience. Although with specialist trade editors, limited insider language is acceptable, and may even build credibility.
- 3. Keep it brief.** Your pitch is akin to a headline. A pitch should pique the reader's interest — and prompt them to follow up with you. Try keeping it to 100-200 words.
- 4. Paint the big picture.** Make it easy for editors to envision a great story, by pointing to pertinent trends and recent developments or data. Let them know you're ready with additional material and other sources. Journalists today must move and respond quickly—be prepared and ready!
- 5. Localize the content.** Audiences want to know how your story affects them, their neighbors and their community. Add local names or mention local impacts and ramifications to improve the odds of your story getting published.
- 6. Do your homework.** Know the writer's work and preferences. Most journalists are on Twitter, following them often illuminates what they're currently reporting on. Make sure your story hasn't already been written. If it expands on previous coverage, that could be an advantage.
- 7. Work the news cycle.** Your feature could be just right for a slow weekend news schedule; however, avoid sending on Mondays and weekends. If it's a hot story, keep in mind that journalists today must move and respond quickly—be prepared and ready to deliver!
- 8. Use humor, when appropriate.** If you know the person to whom you're pitching has a funny bone, you can inject some humor into your pitch. To ensure you don't come across as tone-deaf, err on the side of caution and keep it serious and professional.
- 9. Tailor your distribution.** Pitch writers and outlets according to a story's fit. Otherwise, you risk getting a reputation as a pest – and a lazy one at that. Even worse, you could get called out publicly on social media.
- 10. Avoid sending attachments.** They smack of spam; moreover, you want writers and producers to contact you directly for the full story. If you absolutely must provide additional information, use a link back to it rather than attaching.

BOTTOM LINE:

Double-check everything before hitting the send button. A successful pitch requires that you do the research to know editors, writers, outlets and audiences as well as you know your clients, products and services.

CONTACT US

For a free consultation, or to find out more about Burrelles media relations planning, monitoring and measurement services, please [contact us online](#) or at: Burrelles.com | [800.631.1160](tel:800.631.1160)