

5 Tips for Pitching to the Media

Choose the right channels

Pitching a story to the media begins with determining the target audience for your message. Investigate the media channels this audience uses to gain information about your topic and select the ones that are most likely to publish or broadcast your story. Look for similar stories targeting your audience on these channels and determine whether your story will be a good fit.

Pitch to the right person

Publishers and editors receive dozens if not hundreds of pitches a day. Getting your story idea into the right hands greatly improves its chances of being considered. Research the staff directory to select the appropriate decision-maker for stories about your topic and for your audience. Address them professionally. Spell their name correctly. Demonstrate attention to accuracy.

Target your topic

A successful story pitch hooks the reader with a compelling opening that clearly describes the topic of the story. The topic must be of current interest to the target audience and provide information that is up-to-date and immediately useful. Answer the question, “Why does our audience need to know this?” Cause them to say, “This is a great story idea for our audience!”

Support your story

A message is strengthened when it is supported with evidence, illustrations, and examples. Include a variety of ways the story can be presented that indicate flexibility in approach, creativity, and depth. Sharing first-person anecdotes alongside research data make the story relatable. Demonstrate your understanding of the topic and its relevance to the target audience.

Resolve to be reliable

If your pitch is accepted, do the work well. Over-deliver. Don't just meet deadlines, be early. Respond to requests for revisions. Keep track of all media contacts and follow up in a timely way. When your work makes their job easier and draws rave reviews from their audience, you will be on their shortlist of reliable experts to call first. Resolve to become a reliable resource.