

HOW TO MAKE YOUR PITCHES COUNT



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GREAT PITCHES START WITH GREAT CONTENT

UGA TODAY

NEWS AND INFORMATION FROM THE UNIVERSITY OF GEORGIA

Wednesday, June 14, 2017

Skip the caffeine, opt for the stairs to feel more energized

April 19, 2017



Writer: Kristen Morales

Contact: Patrick O'Connor

The Washington Post

Health & Science

Tired and low on energy? Here are some nondrug remedies.



(ISTOCKPHOTO)

By Consumer Reports May 13



QUESTIONS TO ASK BEFORE YOU REACH OUT TO THE MEDIA

- Should I reach out to the media?
- Is there a realistic probability the news media will cover my initiative?
- Is my initiative newsworthy?





QUESTIONS ABOUT YOUR AUDIENCE:

- What are my target audiences?
- What key messages do I want these audiences to retain?
- What actions do I want these audiences to take?

QUESTIONS ABOUT THE MEDIA:

- What are my target media?
- What action(s) that are part of my initiative will attract positive media coverage?
- What follow-up questions are the media likely to ask?
- What do I want the media coverage to say?



“The answer to every adult question is:
It depends.”

– *Foster Davis*





INCREASE YOUR CHANCES OF SUCCESS

- SIGNIFICANCE
- RELEVANCE
- BENEFIT





“Marketing is about adjectives; news is about verbs.”

WHAT’S YOUR VERB?



WHAT IS THE DOWNSIDE IF YOU TRY AND FAIL?

- Lose credibility with the media
- Endanger future promotional opportunities
- Trivialize your organization's accomplishments
- Create more “noise”



AVOID BAD PITCHES

- Know your media market(s)
- Know your media contact(s)
- Know their need(s)
- Help them be your advocates





OTHER COMMON PITFALLS TO AVOID

- “Me too” syndrome
- “Seeing what sticks”
- Story vs. topic



TAKEAWAY MESSAGES

CASE STUDY: Chambliss Scholars



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Inaugural Chambliss Fellows start internships in Washington, D.C.

uga.edu

The Augusta Chronicle

THE COURIER

UNIVERSITY
HERALD

& WORLD REPORT
U.S. News

The Washington Times

FEATURE STORIES

Monumental impact



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PLAY TO YOUR STRENGTHS

- News release
- Feature story
- Video
- Direct outreach
- All of the above



QUESTIONS?



THANK YOU

