HOW TO MAKE YOUR PITCHES COUNT

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GREAT PITCHES START WITH GREAT CONTENT

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

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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
CASE STUDY: Chambliss Scholars

FEATURE STORIES

Monumental impact
PLAY TO YOUR STRENGTHS

• News release
• Feature story
• Video
• Direct outreach
• All of the above
QUESTIONS?