

Pitching your story

Generate interest in your story or news

A media pitch is a brief letter, email, phone call or Twitter conversation which offers a news story to a journalist or editor at a newspaper, magazine, radio, podcast, blog or television station. The aim of the pitch is to create interest in your story and to find out if the contact is willing to use it. The channel you choose for your pitch depends upon the intended individual's preference, so do your research before you start.



- *DON'T generate a mass email. Take the time to individually approach each journalist or editor to ensure you don't lose credibility.*
- *Adapt your pitch depending on which type of stories and news they produce and be clear about how your story idea benefits the reporter and their audience.*
- *Make your pitch personal, unique, use a strong subject header, don't send large files.*
- *Your pitching skills will improve with time and practice. Writing pitches regularly will help you feel more confident reaching out to reporters and don't stress if you don't get any feedback. Just keep trying, honing and perfecting your approach.*

Email Pitch Template

Hi [insert journalist name with correct spelling],

My name is [insert your name] and I'm getting in touch in regards to [add your business details]

[Short paragraph introducing your STORY AND KEY POINTS]

I would love to know if this is something of interest. I can send over further information, images and products if needed.

Kind regards

[Name]

[Job role] [Company] [tel] [website] [social media details]