

PITCH PERFECT: THE ART OF SUCCESSFUL PITCHING

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WELCOME TO MY WORLD





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HERE COMES THE BOOM



SPARK YOUR PASSION

HOW MEDIA WORKS

SOCIAL



NEWS & BUSINESS



LIFE STYLE & ENTERTAINMENT



ENTHUSIAST



BRANDED CONTENT

YOU

MEDIA

INTERNET

TELEVISION

RADIO

CROWDED MEDIA MARKETPLACE

- Several 24/7 cable news networks
- 1,097 broadcast affiliates (network/local channels)
- 90+ social media sites
- 15,330 radio stations
- 1,330 newspapers, 7,289 magazines





SOCIAL MEDIA – “NEWS” SITES

- News = Facebook, Youtube, Twitter, Instagram
- 30% get news from Facebook
- Video exploding on Instagram, Snapchat, Periscope, Fusion, InstaVid



- National
- Local, regional print and TV
- Trade, business
- Social media, bloggers

TYPES OF MEDIA
YOU ENGAGE WITH

A silver and blue Dodge Viper racing car with the number 91 is shown driving on a track. The car features various sponsor logos, including Magneti Marelli, Ultra, and SRT. A red car is partially visible to the right. The background is a blurred green landscape.

HOW FAST IS THE NEWS CYCLE?

NEWS

WHO DECIDES?



WHAT IS NEWS? MEDIA PERSPECTIVE

- New
- Visual
- How many affected?
- Timely
- Different
- Provide solution
- Target audience
- Great Characters
- Emotional impact




BREAKING NEWS

WHAT IS NEWS? CLIENT PERSPECTIVE

- Product, Package
- Flavor, Color
- Campaign, Service
- Technology, Innovation
- Approach, Strategy
- People/Management
- Website
- Sponsorship, Cause





HOW DO YOU BREAK
THROUGH THE CLUTTER?

HAVE YOU EVER BEEN IN ONE?

WHAT IS THE MEDIA LANDSCAPE?

- Insert yourself into larger national issues
 - Election-related: Obamacare, Taxes, Education, College Tuition
 - OSU Shooting
- Coverage spikes during key awareness days
- Media care about your local advocacy, angles



PITCHING YOUR STORY TO THE MEDIA



CREATE A COMPELLING STORY

DO YOU FEEL IT?

“

People will forget what you said.
People will forget what you did.
But people will never forget
how you made them feel. ”

– *Maya Angelou*



**Story
Messages**

**Target
Audience**

**What's In
the News?**

**Write,
Tweak
Pitch**

**Send to
Reporter,
Producer**

Follow-up

**Results:
B'cast or
Publish**

PITCH PERFECT



A woman with long dark hair, wearing a dark jacket, is shown in profile, looking towards the right. Behind her, a reporter is holding a large professional video camera, filming her. The reporter is wearing a dark jacket and a white cap. The background is a blurred outdoor setting with trees.

WORKING WITH REPORTERS,
BUILDING RELATIONSHIPS

Pitch Better, Pitch Stronger:

Jodi's Top 10 Tips

1. Build relationships, connections
2. Spend time in a newsroom
3. Do your research
4. Introduce yourself, esp. if you're a fmr journalist.
5. Comment/tie into a story she's written
6. Be relevant – news, trends, media landscape?
7. Offer content: Infographic, new study, “meat on the bone”
8. Offer an “Exclusive”
9. Write leads, teases – Show them how to use video
10. Short and sweet
11. Pitch people, not products
12. Break ALL the rules!

THE ART OF THE PITCH LETTER

1.

2.

3.

WHAT ARE YOUR STORY'S
3 MAIN MESSAGES?

WRITING A PITCH LETTER

- GREAT subject line
- GREAT lead: Don't bury it! What's your hook?
- GREAT first paragraph, relevant QUICKLY!
- Inverted Pyramid – pull me through
- Bullets
- Resonates with their readers? Your community? Call to action?





YOUR PITCH

- Dear XX,
- Umbrella lead with ask
- Background/details/fast facts with bullets
- Call to action
- “Let me know if you’re interested...”
- Name & contact info



JAMES DAO, NY TIMES REPORTER



I'll be honest: for every 100 pitches I get, I discard about 99.

And that's partly because they are bad pitches, but it's also partly because pitches are about promoting a company or an organization or a product. and no matter how worthy those things may be, I instinctively recoil from stories that are mainly about promotion.

That doesn't mean I'll never do a piece about that is brought to me by a PR firm. But it better start with an interesting narrative. Or a unique way into a running news story. Stories about veterans doing nice things that are also being done by 10,000 other veterans: deleted. Pitches sent by PR pros who clearly never read me or even The New York Times in general: deleted. Pitches built around Veterans Day or Memorial Day or Pearl Harbor day or Mother's Day: deleted. I write about veterans all the time. A close reader would know that. And it should be the job of a good flak to be a close reader.

And demanding a response to an unsolicited pitch, especially a bad one? Into the spam filter.

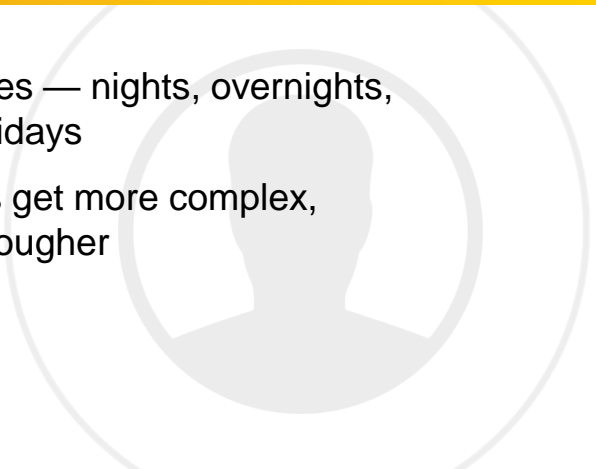
Ha -- I didn't mean to get so crotchety. But I view most pitches as spam. That's just me. But smart ones will at least get a read.

A woman with dark hair in a ponytail, wearing a light blue long-sleeved shirt, is sitting at a desk and talking on a black mobile phone. She is looking towards a window on the right. On the desk, there is a laptop, a pen holder with pens, a glass of water, and some papers. A potted plant with white flowers is on the windowsill. The background shows a wall with some papers and a window looking out onto a bright, sunny day.

FOLLOW-UP: EMAIL & FIRST CALL



MEET THE JOURNALIST

- Often “Type A” personalities
 - Need to be first, where the action is
 - Constant deadline pressure
 - Often overworked, underpaid, sleep-deprived
 - Crazy schedules — nights, overnights, weekends, holidays
 - As newsrooms get more complex, demands get tougher
- 

KNOW-IT-ALL

- ⊘ Compete
- ⊘ Become antagonistic
- 👍 Play to ego
- 👍 Ask questions



KNOW-NOTHING

- ⊘ Discuss complex topics
- 👍 Tutorial
- 👍 Provide the basics
- 👍 Use 'nuggets'



SIDE-TRACKER

- ⊘ Meander
- ⊘ Answer hypothetical questions
- 👍 Focus
- 👍 Use training techniques



HOW TO DEAL WITH PERSONALITIES



AVOID THE JARGON

1



Do your homework.

2



Talk to your
local reporters.

3



Make connections.

4



Write “leads”
and teases.

5



Pitch people,
not services.

5 FINAL TIPS



THANK YOU