

Pitching the Media



My Story

- 15 years in journalism
- Spokeswoman for:
 - Gov. Andrew Cuomo
 - NYC Subway
 - U.S. Sen. Cory Booker
 - Bloomberg Philanthropies
- Communications consultant



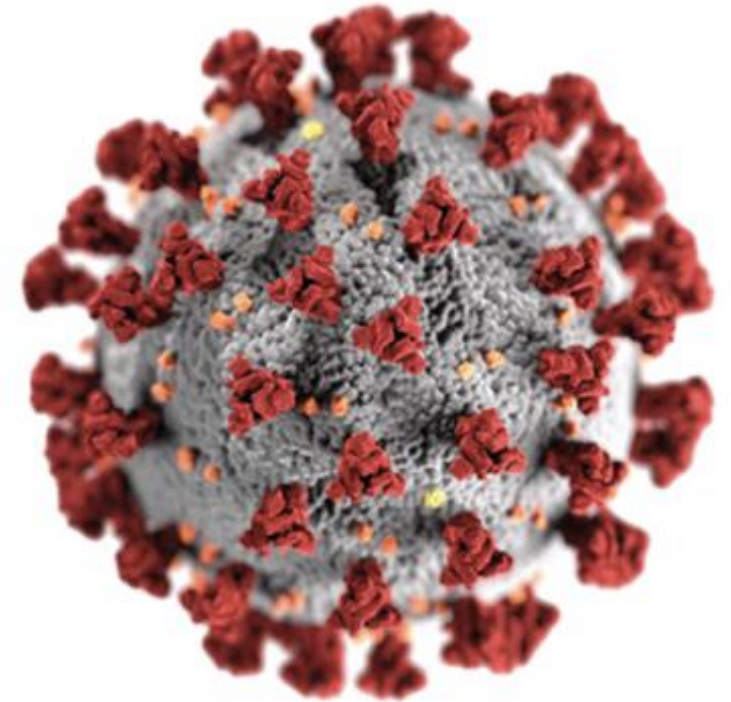
What is News?

- You can't have news without “new”
- A trend — the rule of 3
- The best & worst, or a first
- Something unusual



Pitching During Covid-19

- Media has lower expectations
- Can more easily do interviews via Zoom/Skype/FaceTime
- Self-generated pictures and videos are more accepted



How to Get Attention

- Press releases vs email pitches
- What you need for a pitch:
 - ✓ Pictures and video
 - ✓ A spokesperson or someone to go on record/on camera
 - ✓ An example – a client, patient, some who has a success story
- Social media vs. exclusives
- An event — CAVEAT: An event is not a story by itself

Media Outreach

- Who already cares about your story?
 - ✓ Find people reporting on the topic
- Direct reporter outreach & outreach to editors
 - ✓ Aim for 5 reasonable outlets
 - ✓ Call reporters **and** assignment editors – emails are easy to ignore
 - ✓ Finding assignment editors
- Ways to get contact info for press



Pitching the Story

Editors want specific story pitches, not topic ideas. They will ask:

- ✓ Why now? Why do readers need to know about this?
- ✓ What's the problem at the center of it?
- ✓ How has it been, or can be, tackled?
- ✓ How does it translate to a broader policy context?
- ✓ How has it been covered by other media outlets? Local or national?

Visual Stories

- **Show & tell a story.**
- **On photos: Shoot first, decide later.**
- **Visual stories: Show progression, contrast, before & after**



Questions?

“Does anyone have any questions for my answers?”

— Dr. Henry Kissinger?

