

Pitching Media: The Art of Batting 1000

PR News Media Relations Conference
Story Pitching Techniques You'll Need in 2014

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Know Your Competition

- ▶ The pack follows the story of the day
- ▶ Use news headlines as context for your pitch



Think Like A Reporter

- ▶ Separate real news about your company from promotional puffery
 - ▶ Deliver a sharp story angle that will be of interest to reading or viewing public
 - ▶ Do the reporter's homework – include facts, figures, photos, video, trends and your contact info
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Be Responsive

- ▶ *“Successful PR people have a ‘service’ attitude, as opposed one based on ‘spin control’.”*

Lyle Denniston, legal journalist,
professor and SCOTUSBlog contributor



Target Fewer Reporters

- ▶ Target the right 10 reporters and media outlets
- ▶ Ask about preferences (time of day, email, phone calls, Twitter)
- ▶ Tailor email subject: be specific and pithy and mention images
- ▶ Don't spam



"I'll solicit sources via Twitter, but I don't like being pitched publically."
political trade reporter

Build Relationships

- ▶ Face to face relationships matter
 - ▶ Timely responses to email and phone calls make a difference when you need something
 - ▶ Be friendly, be honest
 - ▶ Connect on LinkedIn, Twitter (Facebook can be too social)
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Take-aways

1. Know your competition
2. Think like a reporter
3. Be responsive
4. Target fewer reporters
5. Build relationships

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What's New In 2014?



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