

Email Pitch Exercise 1

Stop, Open, Read: The Secrets to Crafting Emails for Media Relations Success
PR News' Writing Boot Camp 2014

Writing Clinic

Instructions:

- Each table will work together as a team
- Choose a team leader
- Read the scenario
- Create a subject head (subject line) and construct a short email pitch (one paragraph)
- Each team leader will **put the subject line and pitch in the body of an email** and send it to: RScharmman@accessintel.com. In your email to Rachel use "email pitch exercise 1" as your subject line
- 15 minute time limit

Scenario 1

You are the public relations team for a mid-sized home security company called Digital Dog.

In addition to all your other security features including alarm systems, security cameras, home automation, floodlights, trip wires and more - the development team has created a brand-new feature called Smart Dog. It works with the home automation system. When a stranger approaches the home, and the program is activated, Smart Dog simulates a guard dog on the premises complete with barking, moving shadows, vibrating doors as if the dog is knocking against it and moving blinds as if a dog is jumping up. It is also an app that can be operated remotely from anywhere in the world. The app taps into the home cameras and the owner can activate the Smart Dog manually and dictate its direction. Smart Dog also automatically notifies the local police.

Background – the CEO, Brad Templeton, is a former robbery detective with the LAPD and can offer valuable insight on what burglars and kidnapers look for and how to protect your home and family.

Current Affairs – Recently, a high profile kidnapping occurred in the area. There has been a lot of media coverage.

PR goal: To educate the public about the company and new product, by effectively providing value and solutions to home and family safety.

Target media: Local media as a follow-up to ongoing news with a potential network and online publication push as a broader based story.

Email Pitch Exercise 2

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- 15 minute time limit

Scenario 2

You are the PR agency for a new restaurant opening up in Chicago. The restaurant is called Tall Order and is owned but not operated by two former Chicago Bulls players – Michael Jordan and Scottie Pippen.

The restaurant is holding a grand opening for the media and public in May at the beginning of the playoffs, which the Bulls are expected to make.

Tall Order is a gourmet sports bar with delicious dishes and large portions. The décor is all Bulls, with 50 big screen TVs playing all sports, all the time.

At the grand opening, Jordan and Pippen have agreed to a battle of the chefs type competition. There will be a makeshift basketball court set up in the parking lot with free throw contests for free food. And if the Bulls win that night, every customer gets a free dessert.

A percentage of the proceeds on opening night will go to the Make A Wish Foundation for kids with life-threatening illnesses. In fact, two children from the Make-A-Wish Foundation will be on hand for interviews and will serve as the sous chefs for Jordan and Pippen.

PR goal: To generate awareness, excitement and a customer base with the opening of a new restaurant in an already saturated restaurant city.

Target media: Local media with a secondary expansion to networks and online publications using the charity angle.