

# Pitching Journalists

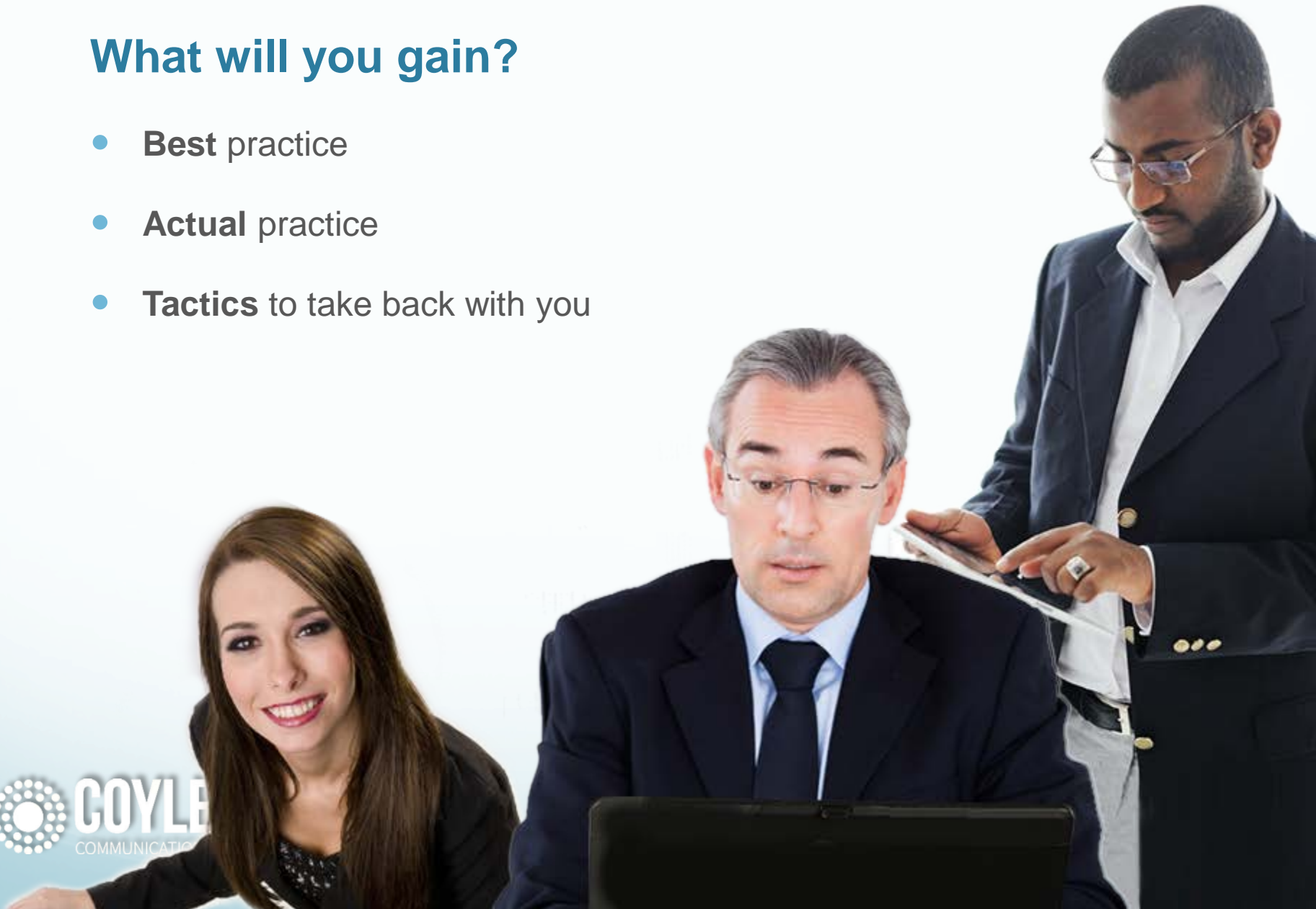
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## What will you gain?

- **Best** practice
- **Actual** practice
- **Tactics** to take back with you



## Do's and Don'ts - Traditional

### Do's

Demonstrate value

Make it short

Be “on news cycle”

Offer up experts

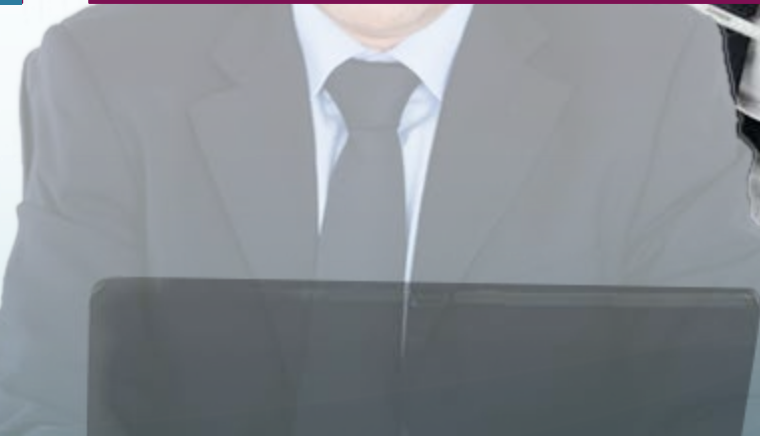
Take advantage of a crisis

### Don'ts

Create your pitch in a vacuum

Refer to your content as important news

Forget your role as a gatekeeper/source



## Example – NY Times Cover

- Cultivated relationship by phone and email over 2 years
- Response to controversy
- Heavily data reliant
- Reporter was backgrounding story
- Led to 2<sup>nd</sup> cover

*Lesson: Use controversy and commit to the long-term*



## Do's and Don'ts - Social Media

### Do's

Share their posts

Know angle/content

Keep updated profile

Interesting story feed

### Don'ts

Mass Tweet

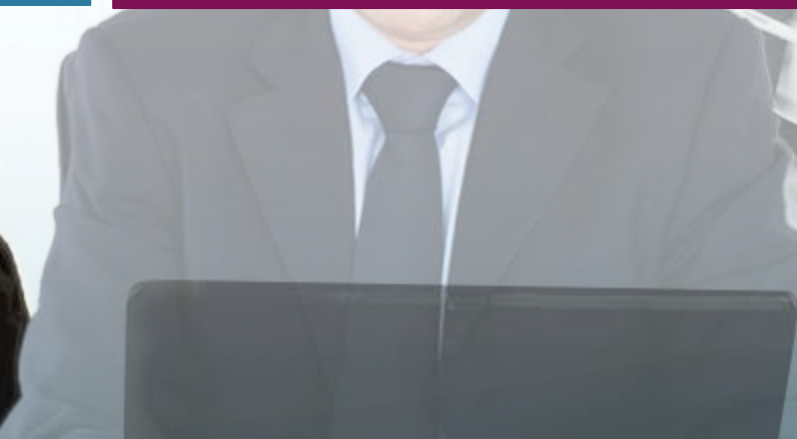
Use outlet handle

Pitch to cell

Forget its all public

Use multiple channels

DM a journalist you don't know



# Example - BBC

- Centered around panel at Davos
- From a Twitter exchange
- Part of integrated campaign

*Lesson: Use executive voice for leads*



## Do's and Don'ts - Bloggers

### Do's

- Research social profiles
- Make it more personal
- Tailor to blogger - praise, reference posts
- Target the lesser-known as much as the well-known
- Ask what you can do for them

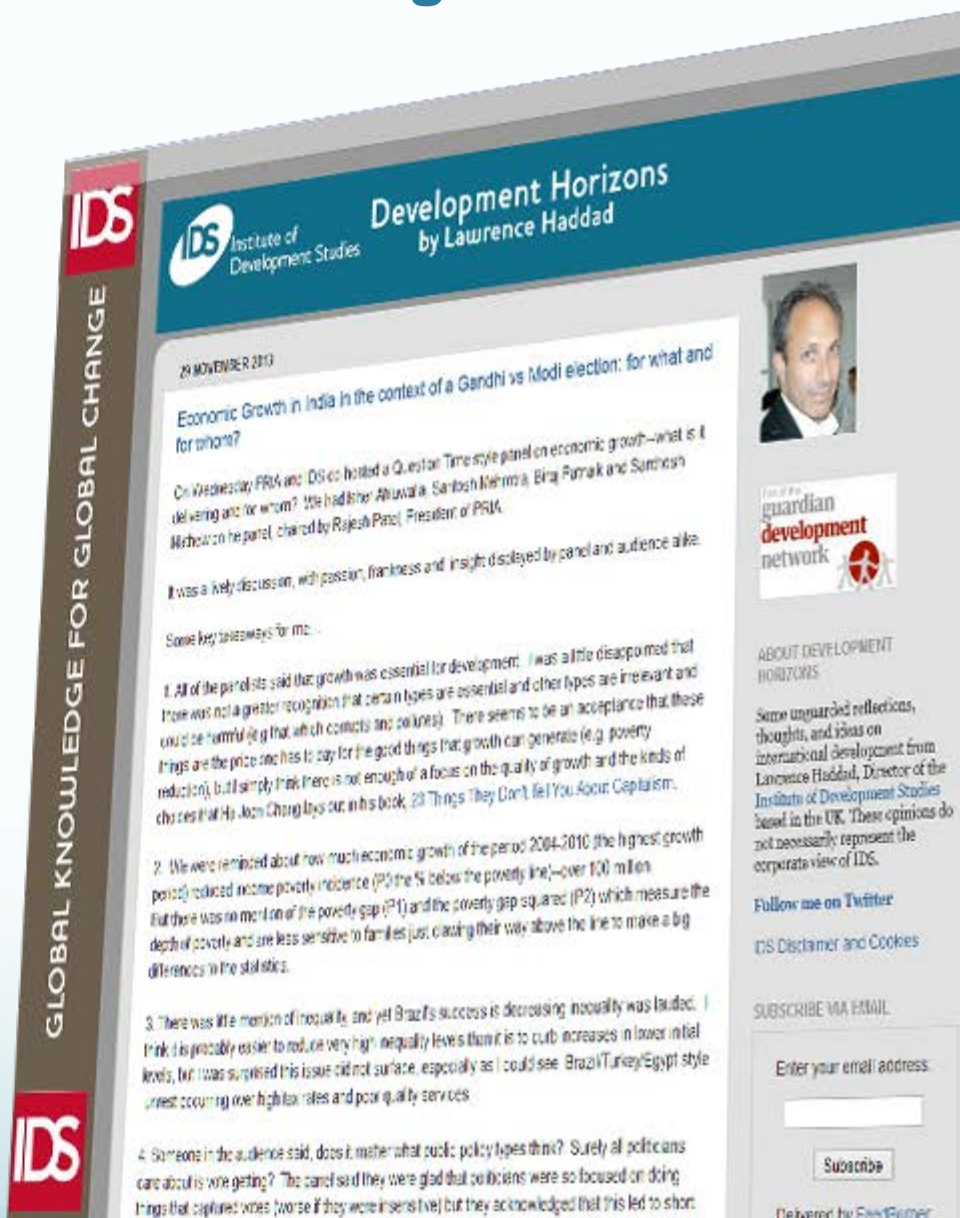
### Don'ts

- Mass email, tailor
- Over hyperlink, image
- Follow up daily
- Claim you've read the blog
- Spam multiple ways
- Send standard pitch or release

# Example – Development Horizons Blog

- Global launch of ATNI index
- Started with exclusive to blog recognized as an influencer (phone pitch/briefings)
- Covered the story more in-depth than mainstream – USA Today, Financial Times
- Provided industry endorsement

*Lesson: Use influential blogs to position your story*





## 6 Tips to Remember



- **Target** your lists
- **Know** your journalists
- **Start** the conversation
- **Position** your client/company as a qualified source
- **Tap** into your network
- **Follow up**



# Global Pitching

- **Target** the influencers
- **Build** relationships from a distance
- **Sustain** relationships
- **Proof** in the form of actual data



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