



Media Pitching Tactics That Work: *Subject Lines and Lede Graphs*

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#prnews





NEWS 4

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PITCHING REMINDERS

Do's

- Subject lines
- 5Ws
- Peg to a story
- Think like a journalist
- Research
- CC multiple reporters
- Follow trends on Twitter
- Use links for content
- Offer an exclusive
- Know the lingo (<http://www.youtube.com/watch?v=Df63AgZxXN4>)

PITCHING REMINDERS

Don't

- Attach
- Nag
- Spam/Blast
- Call
- Pitch right before show goes live
- Use subject line space for:
 - Urgent
 - Breaking
 - Buzz words

PITCHING: HURDLES

- Evergreen
- Listening
- Scary



“Stop me in my tracks – that’s a good pitch” - Editorial Planner, AP TV

“In a pitch, help me visually understand it for TV” – Producer, NBC4

“An event is not a story” - Washington Deputy Bureau Chief, ABC News

“Make it quick. Actually don’t call, it’s a time suck”- Editor, WTOP

“Tell me the story quickly & tailor it to my stories” – Sr. Producer, CNN

“What is the reader or viewer takeaway” - Executive Producer, WUSA9

PITCHING: WRITING THE SUBJECT & LEDE

The Basics

- 3 Types
- Shout Across Street
- Meat of Story

Pen in Hand

- Hot Pen
- Edit, Reread, Edit
- Stop
- Double Check
- Edit



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Topic
Fixed Indexed Annuities

Audience
Baby Boomers and Millennials

Pitch Success
78 million organic impressions

257 million impressions total



How the 'Sandwich Generation' Can Build a Better Budget

Your retirement may seem too far off to deny your parents and children resources, but you need to save today.



The "sandwich generation" is supporting two generations: the and 20-something children.

By Joanne Cleaver | May 8, 2014 | One comment

The "sandwich generation" is more hard-pressed than ever to adult children and aging parents. If you are a midlifer stuck between generations, you are in for some tough conversations and tough decisions, financial advisors say, to ensure your own kids of same squeeze.



October 30, 2014

HUFF POST **MONEY**

Laura Adams Personal finance expert, author, speaker

How to Manage Your Healthcare Costs in Retirement

Posted: 10/30/2014 2:41 pm EDT | Updated: 11 minutes ago



2 1 1 1 0 0

Like Share Tweet LinkedIn Email Comment

In retirement, you may encounter expanding healthcare needs or even experience a life-changing disability. When trying to cover these health costs, you may realize that health insurance and Medicare fall short when it comes to providing ongoing, long-term care. For instance, if you don't need the care of a doctor, but need custodial care

Topic

Value of shared family moments

Audience

Moms, household buyer

Pitch Success

144 million organic impressions

857 million impressions total



Family Mealtime: Most Families Eat Dinner Together Most Nights (STUDY)

Posted: 01/23/2013 12:00 pm EST
 Like 63 people like this. Be the first of your friends.



13 18 0 1 0
 GET PARENTS ALERTS: Enter email SIGN UP

FOLLOW: Families Eating Together, Family Dinner, Family Dinner Time, Family Mealtime, Family Mealtime Study, How Often Families Eat Together, Parents News
 By: Ned Smith, BusinessNewsDaily Senior Writer
 Published: 01/23/2013 06:38 AM EST on BusinessNewsDaily
 If you use mealtime togetherness as a barometer for the well-being of the American





Altus Group

Topic
Data visualization for commercial real estate

Audience
CRE investors

Pitch Success
Coverage of future release in top trades

thinkAdvisor

NOVEMBER 21, 2014

Top Portfolio Products: China Bond ETF From Global X

AssetMark adds donor-advised fund, launches Social Security optimizer to



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Columbia Management announced a strategic institutional management; Altus Group and the National Council have announced a new data platform; and CAIS and advisors.

INSTITUTIONAL REAL ESTATE, INC.

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 Print
The Institutional Real Estate Letter - Americas
December 1, 2014; Vol. 26, Number 11

NCREIF, Altus Group partner on new data platform

Author: Mike Consoal

NCREIF is renowned for its historical real estate performance data. The Altus Group has developed a strong reputation for its forward-looking valuation data. Together, the organizations believe they have created the best package of attribution analysis products in the real estate business.



REAL 2015 STREET
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inside
Volume 23 / Issue 6 / March 22-April 11, 2011
gb / Project of the Month
Acadia and PA Assocs. develop Fordham Place; A mixed-use LEED CS project; Sustainable design/LEED efforts led by Croxton Collaborative
SPECIAL INSERT / PAGES 9-11

TAYLOR-The Builders and KSS Architects partner in \$14m SUNY Cortland 20,000 s/f addition
GREEN BUILDINGS
SPECIAL INSERT SECTION
Executive of the Month
Question and answer session with Carol Todreas of Todreas Hanely Associates
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KEY TAKEAWAYS

- **Before You Write**
 - Know the Story
 - Be the Audience
 - Chat in the Hallway/Practice
- **Pen to Paper**
 - Follow the SSUN
- **Ready to Pitch**
 - One last edit
 - Keep revising, reading, and revising further