



# Media Pitching Clinic

Raschanda Hall,  
Director of Global Media Relations  
[@raschandahall](#)

[#powerofPR](#)



# Journalist Preferred Content Types



SOME THINGS NEVER CHANGE. JOURNALISTS STILL WANT NEWS RELEASES TO PROVIDE THE INFORMATION NEEDED FOR A GOOD STORY.

# Subject Line Strategies That Work

- **Use contrast**

- REI wants you to “Opt Outside” for Black Friday

- **Leverage a common enemy**

- Could Americans do more to stop data breaches

- **Target an audience**

- Why women outperform men in crowdfunding

- **Tap into their fears**

- Pet Food industry news leads available from Business Wire



# Nut Graph and Pitch Reminders



What

So What

Now What



# 5 Ways to Ruin a Good Pitch

- Vague, fluffy language
- Using buzzwords
- Wasting prime real estate
- Missing localization or clear relevancy
- Lengthy prose, lack of bulleted lists

# Your Pitch—Perfected



***STRIKING THE RIGHT NOTE WITH JOURNALISTS***

Regina L. Davis, MA

Director of Communications

National Association of Regulatory Utility Commissioners

**#powerofPR**

**@NARUC**



# *Pitch Targets*

- **T**rade Press
- **L**ocal Media
- **C**olleagues



Clips

Mentions Articles Tweets Posts Quotes

# *Cute is for Kittens*



- No questions...
- Be Careful with Puns
- Use superlatives judiciously—and accurately
- **Tag lines/catch phrases**
  - From an expert
  - Aptly describes/captures process, problem, trend



# *Get Social*



- **Use Social Media**
  - Who are you following?
  - Stimulate topic interest
  - Share visual elements
  - Hashtag campaigns
  - Apply social media etiquette



# *Tools of the Trade*

- **Use Professional Resources**
  - PR Software/Media Monitoring Services
  - PrNewswire, PRWeb, BusinessWire

