

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

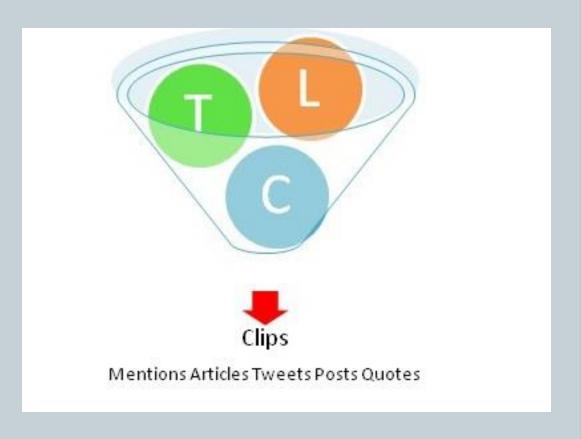
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Pitch Targets

- Trade Press
- Local Media
- Colleagues



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
- o PrNewswire, PRWeb, BusinessWire









