

Advanced Writing Workshop

Erica Sackin

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Planned Parenthood

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#PRNews

PITCH IT!

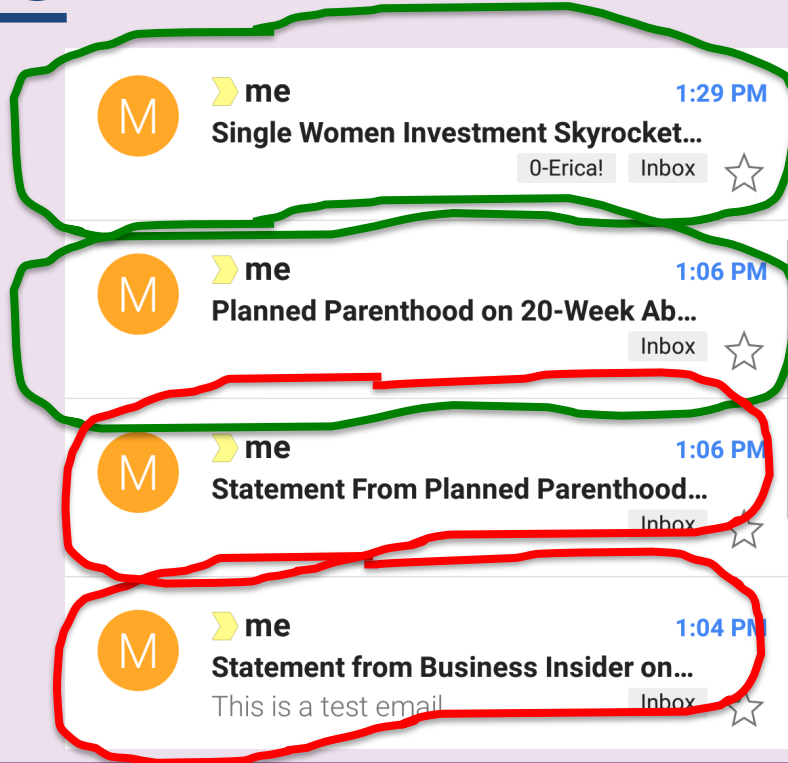
PITCH IT!

- Subject Lines
- Think Like an Editor
- Keep it Short
- Make Your Ask
- Know Your Journalist

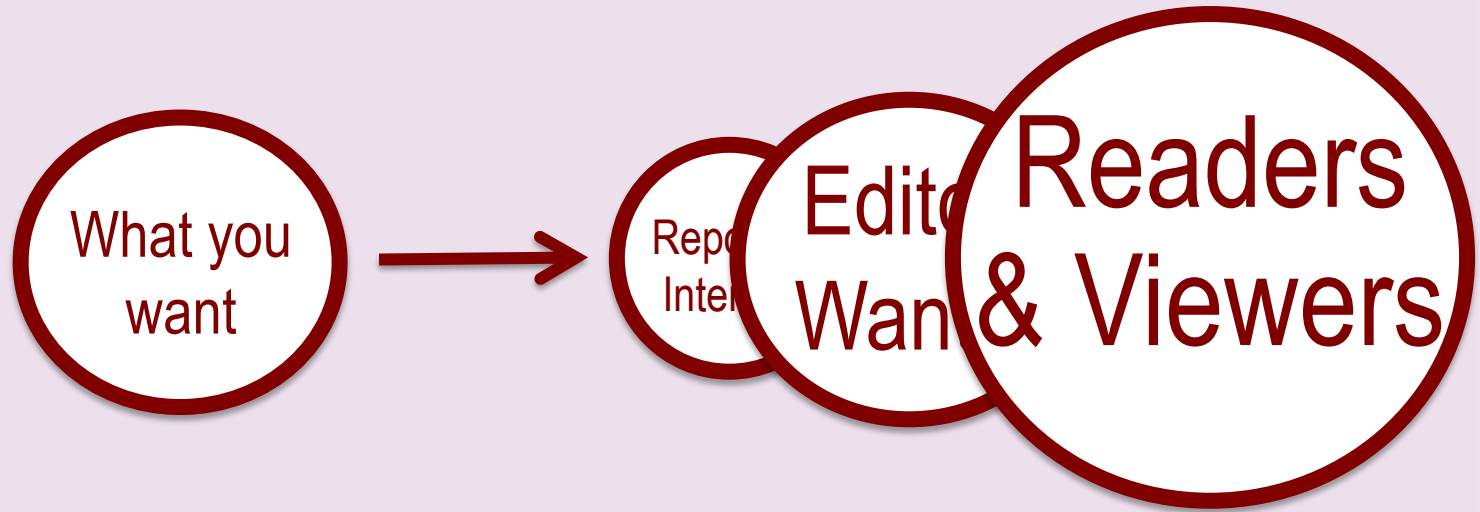
Subject Lines

<input type="checkbox"/>			Office, Media	Inbox	Statement from Business Insider on Today's News About Investments for	1:04 pm	
<input type="checkbox"/>			Office, Media	Inbox	Single Women Investment Skyrocketing	1:29	
<input type="checkbox"/>			Office, Media	Inbox	Statement From Planned Parenthood About the Latest Attempt in Congre	1:06 pm	
	<input type="checkbox"/>			Office, Media	Inbox	Planned Parenthood on 20-Week Abortion Ban	1:06 pm

Subject Lines



Think Like an Editor



Keep it

Hi Sarah,

Over the past year, the Trump-Pence administration has allowed employers to deny birth control coverage to their employees, cut teen pregnancy prevention programs, tried to block care at Planned Parenthood, attempted to strip more than 20 million people of their health care, and stacked the courts with anti-abortion judges. These policies are hardest on communities of color, immigrants, and LGBTQ communities that have been historically discriminated against, and as a result have worse access to reproductive health care — and worse health outcomes.

As a result of these attacks, [women have been leading](#) an unprecedented increase in activism and energy across the country to fight back. Planned Parenthood gained over 1.5 million new supporters in the past year alone. Women of color led the way to big electoral victories in Alabama and Virginia.

That's why on March 1, Planned Parenthood Votes and Planned Parenthood Action Fund will launch their 2018 electoral program, [March. Vote. Win.](#), to elect reproductive health care champions this year. For the 2018 midterms, Planned Parenthood advocacy and political organizations are making an investment to run large, grassroots mobilization programs in states across the country and to build robust TV, digital, and mail programs to tap into the millions of grassroots supporters that took action last year and turn their support into victories at the ballot box.

Much of the investment will go toward gubernatorial and U.S. Senate races in eight states — Arizona, Florida, Michigan, Minnesota, Nevada, Ohio, Pennsylvania, and Wisconsin — although there will be investments in other states as well. Additionally, Planned Parenthood advocacy and political organizations will run programs for several U.S. House, attorneys general, and state legislature races.

Planned Parenthood Action Fund will also unveil its electoral website, [March. Vote. Win.](#) This site will educate voters about where candidates stand on reproductive health care issues, as well as plug supporters into actions, canvasses, phone banks, and more all across the country.

In addition, Planned Parenthood Federal PAC will be working directly with U.S. Senate and House campaigns around the country to elect champions of women's rights and health.

Let me know if you'd be interested in doing an exclusive story on our electoral launch on March 1. We haven't given this to any other reporters yet and would be happy to have you break the story.

Erica

Keep it Short

Hey Sarah,

On March 1, we'll be announcing our 2018 electoral program: the largest investment we've ever made in a midterm election.

Would you be interested in doing an exclusive story on our announcement before it goes live on Thursday?

So far, we haven't shared this with any other reporters, and would be happy to have you break the story. I can talk you through our target states, data on where we think we can make a difference, our plans for this year's midterms, and more.

Let me know,

Erica

Make Your Ask

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