

## MEDIA PITCHING 101

### MAKING AN EFFECTIVE PITCH

An effective pitch puts the news you want to share in a timely context for reporters.

#### ★ WHAT'S THE NEWS YOU HAVE?

- Are you rolling out a new policy?
- Has a new report been released?
- Are you updating the community on the status of a reform?
- Are you holding a media event?

#### ★ HOW DOES IT FIT INTO THE NEWS OF THE DAY?

- Why is it important to get the news out now?
- Is your policy a direct reaction to something happening in your community?
- Did a reform go badly?

### DRAFTING YOUR PITCH

As you write your pitch, ask yourself the following questions:

#### ★ IS IT NEWS?

- Is it relevant?
- Is it timely?
- Does it localize a national trend?
- Is it an unexpected piece of information?

#### ★ WHAT IS THE HEADLINE?

- What's the "So What"?
- What advocacy message or policy takeaway does this news support?

#### ★ WHO WILL REPORT ON IT?

- What type of reporter would be interested in this?
- What is their beat?
- What kind of outlet do they write for?

#### ★ WHAT DOES THE REPORTER NEED?

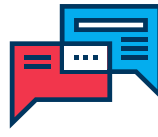
- What sources can you make available for interview?
- What data points or images do you have?

## PITCHING RULES

Keep these pointers in mind when drafting your pitch:



**KEEP YOUR MESSAGE  
SIMPLE AND DIRECT**



**TIE YOUR MESSAGE  
TO A STORY**



**GIVE THE REPORTER A  
REASON TO CARE  
THE "SO WHAT"**

## PUTTING IT ALL TOGETHER

Your pitch should have four key components:



**SUBJECT**



**LEAD**



**BACKGROUND**



**THE ASK**

## EXAMPLE

Here's a real example of a pitch that resulted in coverage by a newspaper in Minneapolis.

**Subject: Presidential candidates referenced a startup slump. There's a solution.** \_\_\_\_\_ **SUBJECT**

Hello,

Last night, Democratic candidates referenced America's "startup slump" on the presidential debate stage. Just hours earlier, entrepreneurship champions across the country unveiled a policy plan designed to promote better policies for entrepreneurs.

\_\_\_\_ **LEAD**

The stats are telling: the Kauffman Foundation has tracked a 20-year period of stagnation in rates of new businesses. This is due in part to unequal access to entrepreneurship for women, people of color and rural Americans. That's why Kauffman helped form the Start Us Up coalition to champion the four-part plan, designed to give policymakers the insights needed to strengthen entrepreneurship.

\_\_\_\_ **BACKGROUND**

A former Minneapolis mayor was among those consulted on the plan. If you're interested in speaking with anyone about it, I can connect you with the Kauffman Foundation, the mayor and local advocates and entrepreneurs who can speak to what candidates referenced last night and the need for better policies.

\_\_\_\_ **THE ASK**

Let me know if you have any questions.