



Quick Tips for Pitching Media Outlets

Here's a quick rundown of steps to take when approaching local media about the Gutsy Walk.

Step 1) Identify media outlets (newspapers, radio stations, TV stations) in your community.

Step 2) *Do your homework to determine the best reporter to pitch!* You're more likely to receive coverage from reporters already interested in similar stories. Have they previously covered the Gutsy Walk? Do they report on local events, non-profit events, or share heartwarming stories about the community?

Find the reporter's contact information on the news outlet's website. *Still can't find it?* Connect with the outlet to acquire their contact information.

Reach out to the news outlet if you're not sure which reporter to approach about the story.

Step 3) *Conquer the email pitch!* Here are a few things to keep in mind:

- Your email should be short and concise as reporters have limited time.
- Share only key details about the event (where, when, why the event's taking place, etc.), and turn to key messages for supporting points.
- Note why the reporter should be interested. If you've noticed the reporter covered similar stories or community-based content in the past, mention it!
- Attach the media advisory.

Step 4) *Follow-up!* Reconnect with the reporter through an email or phone call if you don't hear back within a few days.

Answering the big question... when should I pitch reporters? It's best to approach reporters closer to the event as they receive a high volume of emails and phone calls. Try reaching out to print publications by email or phone 1.5 – 1 week in advance of the walk. Interested in securing tv coverage? Reach out to tv stations earlier.