

➤ PITCHING DOS AND DON'TS

Scared of talking to reporters? Don't be! Journalists are workers and regular people like us. But they can be busy, and it's important to be professional and not waste their time (or yours)!

Pitching generally happens in three stages over the course of one to two weeks prior to your event or news release. First: Get it on their planning calendars. Second: Follow up with juicy details, special features, and what's unique. Third: Do a hard sell to convince them to do a story or come out to your event.

DO

- Ask if they're on deadline
- Ask when's the best time of day to call
- Deliver your story in conversational style
- Sell your story, not just the event or issue
- Have your facts straight
- Say, "I don't know, but I'll find out and get back to you," if there's something you don't know
- Get back to them
- Say thank you for their time and interest
- Consider that anything you say will be "on the record"

DON'T

- Just ask if they can come to the event
- Cuss
- Get upset if the reporter is rude or impatient
- Lie, exaggerate, or estimate if you're not sure of the facts
- Just SAY the issue is important—you should SHOW this through your story
- Expect that the journalist will tell just your side of the story
- Say anything you wouldn't want to see in print