



Pitching Tips:

- Stay on top of your pitch and don't be afraid to follow up. Reporters get hundreds of emails per day, so if you don't hear back from them, send a follow-up email within a week to confirm they received your pitch.
- Be sure to pitch hyper-local hometown news outlets, focusing on your county for relevance and a higher chance of coverage.
- If possible, align with a "key moment in time" (i.e., if your project is focused on breast cancer, pitch it during Breast Cancer Awareness month)
- Avoiding sending information after 3pm or on Fridays/weekends. Most reporters work in the morning.
- Make sure that all photos are high resolution images.
- Proofread and check for accuracy! It's important to make sure that your pitch makes sense and includes the correct dates, times and event information to insure coverage.