
STORY PITCHING

Initial Contact

- Ask the outlet their preferred way of contact, or how to pitch to them for when you have news stories;
- Ask the outlet the topics they are personally interested in, the deadlines and turnaround times they have for publication;
- Explain the types of stories you are able to help with;
- Explain who you are - the more credibility indicators you have that are related to your industry the better. These could be things like awards or recognition won;
- Ask the outlet to consider you for any potential stories come up in the future and they need a source for; and
- Regularly provide other stories and story leads unrelated to you or your publicity objectives.

Brief Story Pitch

Subject Line: The angle of your story

Body:

- Your story hook;
 - The who;
 - The what;
 - The when;
 - The where; and
 - The why;
- Who you are, what you do, why you do it and why what you are pitching is important (newsworthy angle);
- Seed the follow up by asking them to contact you if the need anything else; and
- Your sign off.