

Hitting a Home Run with Media Pitches

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“Pitching” the media is not as simple as throwing a ball across the plate. It takes considerable behind-the-scenes work and appropriate placement to get a home run in the form of a story placement with the various media.

It can be frustrating to both your marketing team and the media if your pitching techniques are less than professional or you don’t take into consideration the media’s wants and needs. Here are some suggestions to help you pitch stories more effectively:

- **Localize.** Does your product or service directly impact individuals or businesses locally? Is there a local person that has a tie into a national story? The media likes to talk about their communities.
- **Make it newsworthy.** Carefully review what you are pitching: Is it really unique? Does it affect a large amount of people? Don’t pull a fast one on the media – it will only hurt your relationship with them.
- **Know who to pitch.** Read the newspaper, watch and listen to the broadcast media to find out who is covering what topic or issue. Taking this extra time will help ensure to gain the coverage you are seeking.
- **Recognize the basics.** Don’t call on deadline, don’t ramble and don’t argue with the media.

Finally, don’t view pitching as a quick hit or miss opportunity. Building long-term relationships with media will provide you with ongoing success now and in the future.