

Additional Tips For Pitching the Media

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Published by [Rockford Register Star](#)

Monday, October 11, 2004

In my previous column, I provided tips in pitching the media, which resulted in a flood of responses, so I decided to offer additional suggestions to make your efforts more effective.

- **Study the media.** While it sounds easy, but time-consuming, nothing will be more beneficial. What television stations offer morning live remote opportunities, and do you have some unique visuals for their programs? What do the radio personalities and your organization share as similar interests? Start with a common thread.
- **Use facts and figures – but be honest.** How does your product or service impact lives? If you can show proven facts, utilize them to get your point across. This makes your story more appealing and credible.
- **Know the first question to ask.** ‘Did I catch you at a bad time? Are you on deadline?’ Media have very strict deadlines and by recognizing that, you are a leg up on the others who aren’t concerned with the media’s time restrictions.
- **Remember, it’s all about relationships.** The media may not be interested in some of the ideas you are pitching, but don’t hold a grudge by not returning their phone calls if they call you on another topic. And, remember that media work on deadlines so don’t think calling them back the next business day will suffice. Return the media’s call (even if you don’t have an answer or resource for them) within an hour.