

How to pitch to a journalist

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Agenda

- Welcome, introduction
- What is a journalist? What do they want? What do they need?
- What makes a good pitch? What makes a bad pitch?
- How to package information for journalists
- Contacting journalists
- Q&A

What is a journalist? What do they want? What do they need?



What is a journalist? What do they want? What do they need?

- A journalist can be a number of things/people.
- Have this in your head before you pitch. Who are you pitching at and why?
- For the sake of this training, we are going to presume that the journalist you are pitching to is in Europe, working from home or an office and writing about EU/environmental affairs.
- Still need to think to whom you are addressing your PR.

What is a journalist? What do they want? What do they need?

- Where is the journalist?
- What do they cover?
- Do they write online/paper copy?
- What's their timeline? News? Features?
- Why are you pitching to them?
- What do you want to achieve?

What makes a good pitch? What makes a bad pitch?

- Type of pitch — PR, call, individual email?
- Reaction to an event/legislation?
- Report you are launching?
- Have a story you want to tell/an interview you want to set up?
- Sending to an individual or a group or all your contacts?

What makes a good pitch? What makes a bad pitch?

- Headline
- Why is this a story?
- Timeliness
- Facts and figures
- Accuracy/clarity
- Quote
- Background

How to package information for journalists

- Eye catching or hysterical
- Detailed or boring

Contacting journalists



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Q&A



Thank you!