

## **Tips for Getting Your Organization or Event Covered**

This list is not inclusive, but it is a start. Keep in mind that there is no one-size-fits-all to getting covered, but there is one common element: know your reporters, bloggers and influencers!

### **THE PITCH**

1. Focus! Do research to identify the right reporters for your story. This should be a handful of reporters, not dozens. "Spray and pray" is lethal.
2. The pitch is a teaser – keep it short, simple and focused.
3. Create a monthly, quarterly and yearly game plan for sending pitches and releases. Research editorial calendars.
4. Take time to build relationships with reporters, bloggers and influencers. Knowing the what, when and how they want a pitch is essential.
5. Include text and multimedia. High resolution (300 dpi) images, audio, videos (60 seconds or less) can help gain a reporter's attention.
6. Remember to include captions and credits for multimedia.
7. Embed a link to multimedia in your online newsroom unless you have already gotten the reporter's approval to attach it to your email.
8. Do not send email follow-ups too soon after the original submission.
9. Do not send the same pitch twice to the same reporter. Try a different angle if the initial pitch did not get results.
10. Pitch only relevant news or events. Not everything you do is newsworthy.

### **THE PRESS RELEASE**

1. The release should include your organization logo, indicate if the release is for immediate release or embargoed with a release date and dateline (unless embargoed).
2. Always include complete contact information: email address, office phone number, cell phone number and social media links.
3. One page is optimal.
4. Write short sentences in the third person.
5. Use bullets to break up long blocks of text.
6. Do not use industry jargon or too many acronyms.
7. Do not embed too many links. This could cause your release to be marked as spam.
8. Use the AP Stylebook to check your grammar, capitalization, abbreviations, spelling and numerals.
9. Have at least two other people proofread the release before transmitting it.
10. NEVER transmit your release as a CC or BCC message. Each transmission should include a personal touch – see #4 in The Pitch.