

Perfecting the Pitch: Insider Tips for Attracting & Leveraging Media Coverage



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What You'll Learn Today

- how to approach your story idea for the best chance of coverage
- how to familiarize yourself with local and regional media
- what you need in your pitch toolkit
- common media relations missteps
- how to leverage social media once your story is covered

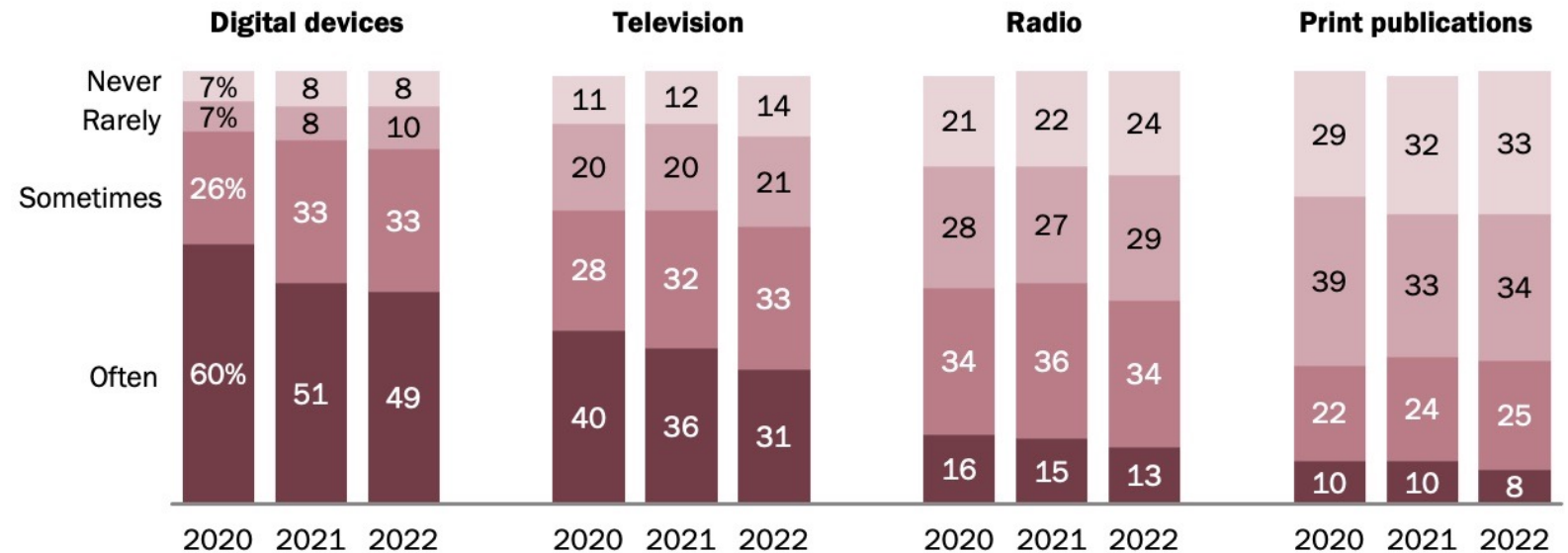
News Consumption Trends

Where are people getting their news these days?

Does the news still matter?

News consumption across platforms

% of U.S. adults who ____ get news from ...



Note: Figures may not add up to 100% due to rounding.
Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.

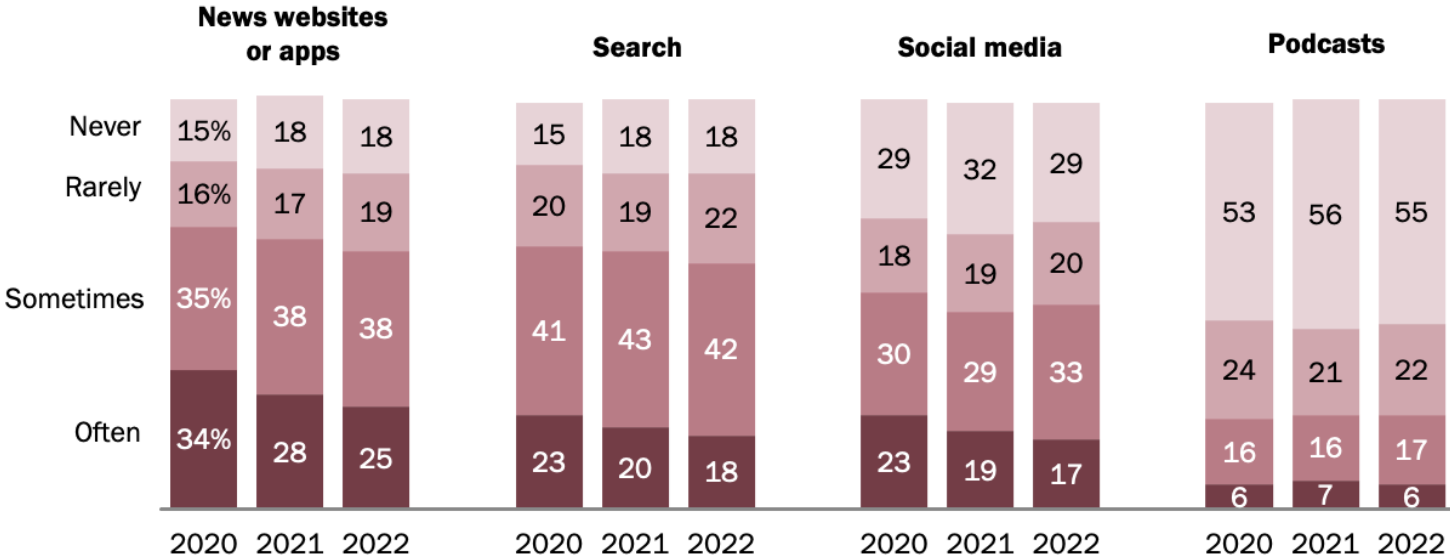
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Digital News Consumption Trends

News consumption across digital platforms

News consumption across digital platforms

% of U.S. adults who ____ get news from ...



Note: Figures may not add up to 100% due to rounding.
 Source: Survey of U.S. adults conducted July 18-31, 2022.

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The Power of Media Coverage

Advantages:

- credibility from an objective source
- reach to a wider audience
- brand awareness
- repetition
- establishment as trusted resource for future stories

Disadvantages:

- results are hard to quantify
- bad interviews may lead to negative impression of brand or leadership
- you can't control the story

Strategies for Crafting a Story

Does it meet at least a few of the following criteria?

- timely
- relevant to your target media's audience
- economically impactful (creates or adds jobs, etc.)
- novelty
- trend
- solution to an existing problem
- ties in with a current news topic
- good news
- ensure it hasn't been done recently

Strategies for Crafting a Story



30 things to do this March in Madison

Buy a canoe, do a little Shamrock shuffling or learn how to tap a maple tree – just don't say there's nothing to do this month in town.



CITY LIFE

American Provenance experiments with success

By Maggie Ginsberg | Sep 8, 2021

From middle school science project to thriving e-commerce company, American Provenance sticks to the formula.



A behind-the-scenes look at 3 Madison style giants

Lands' End, Duluth Trading Co. and Shopbop are 3 innovative Wisconsin apparel empires that call Madison home.



NEWS

Golfers get ready to tee off for 2023 at Odana Hills

Updated Mar 5, 2023

MADISON, Wis. -- Golf season is just around the corner, and local golf courses are getting ready.

by Kyle Jones
Digital Producer

A fourth Buck & Honey's restaurant expected to open in June or July

Samara Kalk Derby | Wisconsin State Journal | Jan 20, 2023 | 0

MUSIC



Small venues play an important role in Madison music

Despite facing challenges like COVID in recent years, Madison's independent live music venues continue to play an important role in the evolving music scene. While the city's music industry has taken some hits, it has also proven its resilience.



ENTERTAINMENT

Latino Art Fair in photos



ENTERTAINMENT

Things to do in Madison: First Look at the Film Fest, Shamrock Shuffle, Drive-By Truckers and more

Strategies for Crafting a Story

If the idea can't stand alone:

- make it part of a larger, thematic story
- offer expertise
- develop multiple story framing options for various media
- what type of media will best tell your story? (TV, radio, print, digital, etc.)
- consider a seasonal pitch (i.e., “Things to Do in March” example)

Targeting Your Pitch

Who are your intended media?

- newspapers, magazines, TV stations, bloggers, membership organizations (GMACC, trade associations)
- get to know them – follow their social accounts, subscribe to their news outlet's emails or print publications, watch newscasts, read their past stories
- research, read, repeat
- personalize your pitch

The Pitch Itself

- format (email)
- introduce yourself and explain how you chose this reporter to target
- short, easy to digest, memorable
- call to action (i.e., interview our CEO, write a cover story for your May issue, have our executive director on the morning show on a specific date)
- answer the “whys” – why do people care, why now?

Building Your Toolkit

What elements will make the targeted media's job easier?

Link to online newsroom, where they can find:

- press release (quotes are great)
- photos (links preferred over attachments), video footage (in easy-to-access format)
- fact sheet, infographics, staff bios or other materials (PDFs or links)
- website, social media handle links, emails for story contacts
- once complete, imagine you are on the receiving end. Have you provided enough to answer the media's anticipated questions?

Common Missteps

- pitching the same story angle to multiple media sources
- follow-up – getting it right
- picking up the phone (Don't call! Unless you are instructed to call ...)
- social media stalking (Don't!)
- not responding quickly to interested media
- not properly monitoring for or tracking coverage

Someone Covered Your Story! Now What?

- say thank you!
- document the coverage
- ask about plans for social sharing
- add the story links to your website news page
- share the media outlet's social posts
- congratulate and tag any other businesses or organizations mentioned in the story, and ask them to do the same when they share it
- engage your employees and colleagues
- consider using positive coverage in ad campaigns, testimonials, etc.

Questions?

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Thanks for Watching!