



Tips for Pitching the Media

May 30, 2009 City Island

You've filled in the news release, e-mailed it to the local media and now its time to start your follow-up calls. With advance preparation, you can turn your press release into a solid story.

- **Preparing your pitch.** Know your pitch inside and out, and put it in the context of current events and larger trends.
- **Write out your pitch and rehearse.** Doing a dry run with a colleague gives you an opportunity to fine-tune your pitch and to develop responses to the usual questions or rejections.
- **Making the call.** Pronounce the reporter's name right. Talk fast, then listen. Quickly outline the pitch as best you can, and then stop and listen. Listen to the reporter's tone as well as the words.
- **Following up after the call.** Keep your promises. Credibility and a good story pitch can be reduced to nil if you fail to meet any promises you made (i.e., sending data from last year's walk, setting up an interview with your CEO, sending photos)
- **Return calls promptly.** By returning reporters' calls promptly, you are respecting their deadlines and building stronger relationships.

Suggested Central PA Media Outlets

If you do not have the contact information for the media outlet you would like to contact, you may want to check out their Web site. If you're not sure who to send it to, call the station's general phone number and ask for information on how they prefer to receive press releases. **NOTE: Please send copies of all media coverage to Highmark.**

Newspapers

Harrisburg Patriot-News
Carlisle Sentinel
Lancaster Intelligencer Journal
Lancaster New Era

York Daily News
York Dispatch
Central Penn Business Journal
East Shore Shopper

Television

WGAL
WHP
WHTM
WPMT

