

How to Get Media Coverage for Your Event

California Library Literacy Service

Thursday, March 2014

The Perfect Pitch

1. Include the time, date, where the event is or how much it costs and the name of the section where it might go.
2. Don't use Facebook or Twitter or some other form of social media as a way to let the media know about something.
3. Find out the best editor/reporter to send the information to. It's OK to send to more than one person if the event might be of interest to different people, but don't blanket the entire newsroom with emails. And once an editor/reporter is working with you, don't work with another editor/reporter from the same publication:
4. READ the publication you are pitching to. Does it cover events? Does it preview events? Those are two different kinds of stories. What section does this coverage go in? If you show that you know the publication, that really impresses editors.
5. Pitch as far ahead of time as you can. Even daily newspapers plan far ahead. Magazines plan months ahead.
6. Most editors/reporters I know prefer email pitches.
7. Make people available to talk to -- and not just a spokesperson or executive: speakers, celebrities, experts, directors, people affected by the event.
8. Allow photography. Most publications now are very visually oriented because most stories get published online or on a mobile device. Photos are very important.
9. In the pitch, focus on why a preview or coverage of the event fits that publication's particular audience.
10. Make the pitch as timely as possible: Find a news story peg for the event; mention a recent study or report; relate it to a current issue; relate it to a current popular book or movie.
11. Include information in the body of the email; don't send attachments. Companies worry about viruses, which often come from downloaded attachments.

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View the webinar archive at: <https://infopeople.org/civicrm/event/info?reset=1&id=386>

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