



We've compiled a list of the best tips and tricks to provide the perfect pitch to the journalists working hard to create compelling stories. All of these tips were pulled from [Cision's 2020 State of the Media Report](#) and the coinciding [State of the Media LIVE webinar](#). Read on for a more concise way to take your pitching game to the next level.

Preemptively connect

Connect with reporters and foster those relationships. Email them about a certain topic or area that you are connected to and say, "if you're ever looking for someone to comment on this I have some ideal people to connect you with" and provide emails and phone numbers. Show from the get-go that you are a reliable source.



Do your research

Julie Carl, a Senior Editor at the Toronto Star, urges organizations that want coverage to read the product that they want their story in. Is the reporter and publication you're pitching really the best target for your brand's audience and story? Get to know the journalist, publications, and readers that you are pitching.



Pay a compliment

Starting off a pitch with "I think you're doing a wonderful job; I've been reading your work," goes a long way in the eyes of journalists. This will make your pitch really stand out because, as Julie Carl notes, "we never hear from people who think we're doing a good job; we only hear what we did wrong." A simple compliment and acknowledgment pays dividends in creating a relationship.



Keep pitches short and simple

As one respondent said, "Don't come off as spam." Reporters are incredibly busy and it's crucial you get to your point quickly and clearly.



Make it readable

Don't use buzzwords. Pretend you are talking to your grandmother. Go the extra mile in explaining why this is a topic that is trending or should be written about.



Present the larger story

As one journalist stated, include "data or resources that a writer can dig into for context and a unique angle that presents a larger story idea. Do not just tell me about the client."



Provide reporters with additional information

Can you offer a phone interview or an outside expert to discuss your story in further detail? 28% of State of the Media respondents deemed interviews the most trustworthy non-brand source and 19% said spokespeople were one of the most useful brand sources. Use people in your organization as experts in your field. (Hint: depending on the topic at hand, this isn't always going to be the CEO.)



Offer context for why a journalist should care about your pitch/news

How does it fit into their world? Make your announcement/story relevant to them and reposition your strategy and pitch angles when necessary to ensure you're sharing the most relevant story possible for that outlet's audience.



Use press releases

36% of reporters consider the press release the most useful brand source; even more reason to use a press release when you are pitching a story. (Need help? Check out our guide to writing a great press release [here](#))



Include a recorded interview

According to the State of the Media, almost 30% of journalists consider face-to-face or telephone interviews the most trustworthy of non-brand sources. The more information you can provide to journalists in your pitch, the better off you will be. Why not have a recorded interview with the pertinent information holders ready to go for your journalists?

