

PR Tool Box Media Pitch

- **Key Takeaway:** You are a credible expert for interviews
- **How to Use:** Suggests story ideas for media



Subject Line

Very Interesting Teaser – No more than 5-7 words to assure mobile friendliness.

Salutation

Hi [insert name of media contact/media director/program producer, if no name, then use "Channel 6 Newsroom"]:

Paragraph 1 – Hook

Fun fact, question or statement of interest that suggests you have information or a unique perspective on something that their readers/viewers will be interested in – One-two sentences, about two-three lines long, maximum.

Paragraph 2 – Lede

Transition to your company name/product name by teasing a connection to the Hook – One sentence, no more than two-three lines long. Sometimes Hook and Lede can be same paragraph (three or four lines long), depending on subject matter and goals.

Paragraph 3 – The Ask

Succinctly invite the reporter to engage with your company, product or brand with very specific information. What do you want them to do? When? Who (if relevant)? Write it in a way that suggests that they will be heroes for giving this information to their readers/viewers.

Paragraph 4 – Next Steps

Briefly outline what you will be doing following this email and then do it within one week or less. Always include something that you will do for the reporter that makes their job easier (i.e., a tour, an interview, product samples, etc.).

Paragraph 5 – Final Statement and Close

Tell the reporter you look forward to something without naming your product, brand or company.

Sincerely,

[Insert signature and contact info]

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Podcast Pitch Sample

Target Audience: Parks and Recreation Management Professionals

Subject Line: Connect Your Public to Nature's Recipe for Restoration

Email Content

Hi Ann Thomas:

Think the typical parks or recreation digital or print media has past its prime? Think again. Park communications spark more than participation in programs. For Susan and Jon Cross, a publication co-authored by their local metroparks system and The Nature Conservancy ignited a mission to restore the rare habitat where they live – The Oak Openings Region in Southeast Michigan and Northwest Ohio.

My husband and I have successfully restored our 20 acres of rare woodland, sand barren, and wet prairie and provide a home for listed and “extinct” species. Our “recipe for restoration” models how private landowners can join parks and recreation systems to contribute to healthy environments, clean water, and the return of native species.

Would you be interested in a podcast episode dedicated to inspired partnerships between private citizens and park districts that help grow communities?

Parks and recreation organizations represent the professional brain trust rare habitats need for restoration. You are the gatekeepers and catalysts for making these sacred spaces relevant on a large scale. People like us represent the other part of the restoration equation – private landowners who are the backbone of the communities your work nurtures. We can provide a template your podcast listeners can implement quickly into their community engagement.

Thank you for all you do to share stories of those who have benefited from nature, parks, and recreation. There are many to share!

My best,

Susan

Susan Cross
Nature Conservationist. Author. Speaker.

Learn more about my 20-acre native habitat restoration project at www.zenvironment.life.