

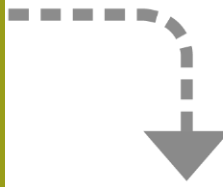


What's my story?

Reporters are craving new stories to tell – especially during this turbulent time.

To craft your or your organization's message, consider:

- What is your most authentic, pressing need?
- What is the call to action that would answer that need?
- What are the specific details of your story – and how do they connect to broader, newsworthy issues?
- Look at what's out there already: How does your story add to this conversation in a new or useful way?
- Why should you tell this story – and why now?



Who do I reach out to?



Finding the right audience

- Is your story local, regional or national?
- What reporter "beat" might it fall under (e.g., small business, healthcare, technology)?
- When you Google your story's keywords, which reporters/outlets have covered it before?

Finding reporters' emails

- Search the publication's website.
- Search the reporter on Twitter.
- If all else fails, try common email formats:
 - [first letter of first name][last name]@[outlet website].com
 - [last name]@[outlet website].com
- For TV/radio stations, email the assignment editor or news desk.



How do I reach out?

Pitching 101:

- *Keep it short and to the point.* The first line should include why you're reaching out and what you're offering.
- *Prioritize empathy, not persuasion.* Ask yourself: Why should this reporter care about this? Research their work, and empathize with their workload and humanity.
- *Make it personal.* You and the reporter are both people, so write like it. Also be sure to include relevant context, hyperlinks and specific details that bring your story to life.
- *Don't forget a specific ask.* For instance, "If you'd like to chat more about this, please call me at (xxx) xxx-xxxx, or happy to talk over email."

Can I write the story myself?

Op-eds or blog posts can be another way to tell your story. **Some tips:**



- Keep it between 500-700 words.
- The first two sentences should get our attention and answer the question: Why should I care about this?
- The second paragraph should tell us what your argument/call to action is.
- As you go on, remember your 7th-grade principles:
 - Ethos (Why do I have the credibility to write this?)
 - Pathos (How can I make the reader feel something with specific details?)
 - Logos (What statistics/proof can I use to support my points?)



Have questions?

Reach out to us at
mkasik@greentarget.com
(312) 253-7285



More details on this process can be found on our COVID-19 page at greentarget.com

What if I don't hear back?

Don't be discouraged if you don't hear back from reporters. Follow up after a few days, then try reaching back out a few weeks later. Reporters' focus changes constantly and unless they decline, they may show interest at a later date.