

How to Pitch the Media



Reach out to local newspapers or television news channels

- They are easier to obtain coverage because they cover your area
- There's less competition
- It's relevant to the readers because it's about someone local

Before going straight to the editor, contact individual reporters

- Research the reporters you're contacting
 - Target reporters who usually cover health-related topics
 - See and make note if they have covered similar stories in the past
- Try not to contact more than 2 reporters per media source

Finding contact information

- Check the website's "submissions" or "contact us" section
- Once there, most websites will provide different locations or offices to direct stories to the correct department
- You should look for "news," "editor," or "community" email addresses
- In some instances, they provide contact info for reporters directly – use this information first!

Your pitch should include

- The main points of your story
 - Do not go into too many details
 - Once you've made your points, listen to the reporter and respond to any questions they have
- Reasons why your story is relevant to their paper
- Any interesting or unique facts or statistics related to your story that make it special
- Some detail about your campaign or awareness event
- Your contact info

Follow up

Sending a written letter to the reporter a few days after the first submission is a good way to keep your topic fresh in their mind.

- Be professional, thank them for their time and consideration
- Be considerate of their time, they may be on deadline and not have time immediately to discuss

Tips:

- Contact between 10-15 different media outlets per pitch you're trying to get covered
- Be confident
- Read your pitch out loud to yourself – if it doesn't sound authentic or convincing, revise it
- Know what you are pitching front and back, up and down because you will be asked questions
- Explain your ideas in a way that anyone would be able to understand them

1779 MASSACHUSETTS AVENUE NW, SUITE 500
WASHINGTON, DC 20036
T 202-588-5700 ■ F 202-588-5701

55 KENOSIA AVENUE
DANBURY, CT 06810
T 203-744-0100 ■ F 203-263-9938

1900 CROWN COLONY DRIVE, SUITE 310
QUINCY, MA 02169
T 617-249-7300 ■ F 617-249-7301

rareaction.org ■ action@rarediseases.org

NORD®, its icon and Rare Action Network are registered trademarks of the National Organization for Rare Disorders. NORD is a registered 501(c)(3) charity organization.

