

## Marketing to Local News Media

Pitching a story to local news media effectively requires understanding what makes a story newsworthy and tailoring your pitch to the outlet and its audience. Here's a step-by-step guide to help you craft a successful pitch:

### 1. Understand the Story's Newsworthiness

- **Timeliness:** Is the story current or related to upcoming events?
- **Proximity:** Does the story affect the local community?
- **Impact:** How many people will it affect or interest?
- **Human Interest:** Does it have an emotional or unique angle?
- **Prominence:** Does it involve well-known local figures or institutions?

### 2. Research the Outlet

- **Know the Audience:** Tailor your pitch to fit the outlet's target demographic.
- **Understand the Format:** Know whether the outlet prefers certain types of stories (e.g., human interest, investigative, event coverage).
- **Identify the Right Contact:** Find the appropriate reporter or editor who covers the relevant beat (e.g., health, education, local events).

### 3. Craft a Compelling Subject Line

- Your subject line should grab attention quickly. Make it specific, relevant, and to the point. For example, "Local Nonprofit Tackles Homelessness with Innovative Program."

### 4. Write a Concise and Engaging Email

- **Introduction:** Briefly introduce yourself and your connection to the community or the story.
- **The Hook:** Start with the most compelling part of your story. Explain why it's important and relevant to the outlet's audience.
- **Details:** Provide key details like who, what, when, where, and why. Offer additional information if they are interested.
- **Visuals and Interviews:** Mention if you have photos, videos, or people available for interviews.
- **Call to Action:** End with a clear ask—whether it's coverage, a meeting, or more information.

### 5. Follow Up Politely

- If you don't hear back within a week, send a polite follow-up email. Keep it brief, and remind them why your story is a good fit.

### 6. Be Prepared for an Interview

- If the outlet is interested, be ready to provide more details, answer questions, and connect them with sources.

## 7. Leverage Social Media

- Tag the news outlet or journalist on social media if appropriate, but avoid spamming. This can complement your pitch and create additional interest.

### Additional Tips:

- **Be Respectful of Deadlines:** Understand the news cycle and pitch at appropriate times.
- **Customize for Each Outlet:** Don't send the same pitch to every outlet. Customize your pitch for each one.
- **Build Relationships:** Regularly interact with local journalists, attend media events, and establish connections.

By focusing on these elements, you'll be able to create a pitch that stands out to local news media and increases your chances of getting coverage.