



PITCHING THE Media

Great stories have one or more of the following qualities: They are timely. The stories impact people. They're unusual and often controversial. In short, news is just about anything that will hold someone's interest. — Jeff Crilley, *Free Publicity*

TIPS FOR PICKING A STORY

- Make sure the story passes the "Who Cares?" test
- Take an ordinary idea, add a twist, and make it extraordinary
- Think visually: what's the best way to illustrate the story?

ELEMENTS OF A GOOD STORY

- Emotion — Go for the heart, then the head
- Journalism basics — Who, what, when, where, why, how
- Nut graph — What's the point? Why should people care?
- Voice — Quotes, reactions, and experiences from others
- Accuracy — The truth presented correctly and cleanly

Reporters' motives are simple: They want to produce a good story and then they want to go home. Reporters are not your friends nor are they your enemies. Reporters want to tell a good story and they don't want to play games to get it. And yes, they want the truth. — Sally Stewart, *Media Training 101*

RESPONDING TO A REPORTER

- Stick with the facts
- Write down the reporter's name, contact info & deadline
- Respect the reporter: Honor deadlines and commitments
- Tough Stories: Show empathy and compassion
- Good Stories: Show enthusiasm
- Never say, "No comment."
- Everything is "on the record."
- If you don't know an answer, connect the reporter to someone who does know the answer.

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