



# HOW TO DISCOVER AND TELL YOUR STORY TO THE MEDIA

*Making impactful media outreach for the  
Susan G. Komen 3-Day*

# DO I NEED A PITCH OR A PRESS RELEASE?

**Is there a difference between a pitch and a press release?**

Yes! A pitch and a press release are two different methods of contacting media to provide them with details about a story idea or angle.

They are both valuable tools that should be in a public relations toolbox but knowing when to use each is key.

**What is a press release?**

A press release is an official announcement issued to the news media and beyond.

**What is a pitch?**

Pitching is simply reaching out to a journalist or editor via email or phone call to tell them about your story and the unique news angle you can provide them.

**When do you need a press release?**

Only use a press release when there is an important announcement to make.

**How is pitch different from a press release?**

The tone of pitches and press releases are different. A press release is formal and is sent out in mass communication format. A pitch is personal and it should be tailor-made for the specific journalists that you want to reach out to. A pitch is less formal but still informative and polite.

# UNDERSTANDING THE MEDIA FOR THE SUSAN G. KOMEN 3-DAY

Local media helps the Susan G. Komen 3-Day increase awareness about the event and create a connection with their audiences in 3-Day markets.

## What makes the 3-Day newsworthy?

- The hyper-local information about the local impact of the event
- The unique, unheard, and local inspiring stories
- The visual appeal of the event
- Making sure to capitalize on timely in-market hooks, holidays, and events.
- YOU! Your local story is so impactful and interesting to the media in your hometown.

## Local media include:

- Local TV stations (ABC, NBC, CBS, FOX affiliates)
- Daily/weekly newspapers
- Radio stations
- Online (newspapers or TV)
- Social media

# How to Write A Pitch

Steps to securing media coverage  
by drafting the perfect pitch

## RESEARCHED

Before pitching anything do your research. Make sure your pitch is based on facts and insights and that you have researched the media outlets you will be pitching.

## RELEVANT AND TIMELY

Know who you're pitching to, the type of content they run and the likelihood they'll publish what you're pitching. Also consider lead time and the best time to contact the journalist

## CREATE OR CHASE

There are two common pitch creation approaches - create or chase. Know which one your pitch is. Are you creating a story from nothing or chasing down an existing news trend?

## CLEAR BENEFIT TO THE AUDIENCE

In order to optimize reporters picking up your pitch, always pitch with value in mind. The most successful pitches are centered on what you can give and not what you can get.

## OF HUMAN INTEREST

Get clear on how your story impacts your audience and why it would be of interest to them. Human-centered stories that have relatable, emotionality to them are key.

## INCLUDE VISUALS

When you're pitching a potential story to the media make sure you clearly pitch the visual opportunities available or send relevant images.

## CALL TO ACTION

Be clear when pitching, about the segue your news has to your product or service and make sure there is a clear call-to-action.

# HOW TO MAKE IMPACTFUL MEDIA OUTREACH

The framework for a good pitch is to understand the who, what, when, where, how, and why so that you can clearly articulate your story to the media and help them visualize what your feature will look or sound like.

1

## STEP ONE: WHO

Personalize your pitch by name and find out exactly who you're pitching to. Start by getting familiar with the publication/media outlet you're reaching out to. Know the type of content they usually place. Take time and genuine care to research.

2

## STEP TWO: WHAT

Get clear on what you're pitching. What makes it unique and interesting and worthy of editorial. Dig deep and find include facts and insights that will add value! Know and clearly articulate the angle you're pitching.

3

## STEP THREE: WHEN

Make sure you know when the publication is running or TV show is airing. How often, what time, what days, etc. Timing is everything when you reach out to the media. It's important to consider when it makes sense for them to receive your pitch.

4

## STEP FOUR: WHERE

Know where your story could be placed! If the media does reach back out to you to cover your story, have an idea of not only where it makes sense for them to run your story, but where you could do an interview.

5

## STEP FIVE: HOW

Always make outreach with value in mind. Consider what YOU can give that they might want, not what the journalist can give you.

# BEFORE YOU PITCH, GET CLEAR ON YOUR VALUE.

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01

Before pitching, get clear on your passion. Passion is what gives you more energy than it takes. Passion is what drives you, it drives everything. Passion helps you to answer the questions around 'who are you?', 'what do you do?' what do you know? what can you give?' Your personal experience with breast cancer and the 3-Day is what drives your passion for this cause. Know how to clearly explain your passion for the 3-Day before you make media outreach. Before you can pitch an idea, you'll need to introduce yourself; which will be the very first way you attempt to make an impact in a way that will allow you to be heard.

02

Understand your unique set of personal values. These will help guide you not only through a pitch, but through an interview, if you secure one! Dovetail your introduction with your passion and purpose, which is led by your personal values; and you'll start to formulate a unique point-of-difference. This is important groundwork when pitching to media (or anyone!). This is the stuff that will set you apart and position you in a way that will better manage the perception of your pitch and following potential conversations.

03

Once you know your unique value you can start to get clear on how to maximize that in a pitch. Pitching with value in mind is how you pitch a story idea. What have you got, that they want? There are many things that make you and your story idea wonderful, but consider what these reasons are by way of value.

04

Before moving forward with a pitch, consider how it will resonate with a person/media/readers on an emotional level. We all make decisions based on emotion. And it's another important element to consider as part of crafting a value-based pitch.

# DISCOVER YOUR STORY | WORKSHEET

## INSTRUCTIONS

In the competitive world of PR be sure to take the time to answer these questions first and to fully explore the answers so that you can discover your story and pitch with purpose! Give your story the best chance of being considered.

Q1: What are the core values of what you're pitching?

Q2: What is the purpose behind your story, why does it exist? i.e. why do you walk?

Q3: What is the unique value that your story provides? What problem does it solve?

Q4: Who is benefitting most from your story/purpose?

# DISCOVER YOUR STORY | WORKSHEET

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Q5: What are your story angles? Think about at least three varying ways your story could potentially be placed - is there a human interest angle? A trend angle? A health/research angle?

Q6: Why should anyone care? What have you got that they want?

Q7: What trend insights do you have, any facts, figures, science-based insights, expert knowledge, special events?



# WHAT ARE YOU DOING & WHY?

It can be hard to communicate value to media unless you know how to answer clearly:

- 1) What it is that you do and
- 2) Why you're doing it.

Answer this quickly and center it in value.

Use value as your guiding light when you pitch to media - make their job easier by giving them a valuable story.

## WHEN YOU'RE NOT CLEAR ON WHAT IT IS YOU DO AND WHY

Media won't trust you because they don't know what you stand for.

Media will trash your pitch because it's too hard to create a story from an unclear pitch.

Media won't consider you for future stories because the messaging wasn't crafted in a way to make them remember your story.

Media won't tell their colleagues about you because they're not sure what it is you do in the first place.

TIP// Help media know exactly what it is you do and the value that you can bring to them right up front.  
Then pitch your idea.

# THE PERFECT PITCH:

## SO HOW DO I ACTUALLY PITCH?

01

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Introduce yourself and why you are reaching out (with consideration to your personal story and why you are walking the 3-Day.)

02

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Include the details of your specific journey this year - are you walking solo, with a group, doing the virtual events, give a little bit of detail about this year and why it's special!

03

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Why is your story relevant to this particular publication or news outlet. How will learning about the 3-Day and your journey impact or change someone's life or view of the 3-Day or breast cancer in general.

04

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In what way is your story newsy, topical, and worthy of consideration for potential editorial – look to the angles, the facts, the trends, consumer insights as well as to the past stories and placement relevant to that outlet.

05

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Ask for your story idea, news, or editorial opportunity to be considered! Again, to be considered, it must be a pitch of value/ask and centered in what you can give them, not get.

06

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Make appropriate follow-up! At the end of your pitch tell them when and how you're going to follow up and then do it! Follow up 48-72 hours after a pitch. Know how to let it go if they don't respond after a few follow-up attempts!

# WRITING THE PERFECT PITCH | WORKSHEET

1. Write a clear introduction. Who are you and why are you relevant.

2. Give details about your personal story, what sets you apart - 3 sentences maximum.

3. Why is this relevant? Give local angle, statistics, or event information.

# WRITING THE PERFECT PITCH | WORKSHEET

4. How would you like your story to be covered? Television interviews, radio, etc. Also, include what visuals you can offer if it is print or television.

5. How can they contact you and what is the the timing?

6. Give a clear call to action & include your contact infromation.

# KEY OUTREACHING TIMING

Make outreach anywhere from 2-4 weeks before an event and again 24-48 hours before the event occurs.

When reaching out to print media, 10:00 a.m. - 12:00 p.m. is the best time to send an email or make a phone call.

When reaching out for a television segment or interview, do a little more research on the show/time you want to be featured. Reach out to the newsdesk or the producer for that show. You can also reach out to a reporter that you feel covers similar topics as you are pitching. If you can't find an email address for a specific person, 1) reach out to the newsdesk or 2) reach out to them on social media.

In your pitch, you can also tie your story into a "national" holiday to increase its newsworthiness!

## Upcoming National Holiday Ideas

### September

**September 22** | National Girls Night In  
**September 22** | National Singles Day  
**September 25** | National Daughters Day  
**September 26** | National Family Day  
**September 26** | Family Health and Fitness Day  
**September 29** | National Coffee Day  
**September 30** | National Love People Day

### October

**October 6** | Walk and Bike to School  
**October 13** | Metastatic Breast Cancer Awareness Day  
**October 13** | National No Bra Day  
**October, Third Friday** | Mammography Day