



**What Makes
A Perfect
Story Pitch?**

TODAY'S AGENDA



1. About Good Communicators Exchange
2. 2022 research on pitching journalists
3. Successful pitch example
4. Discussion



A FREE discussion group exclusively for social impact leaders and communicators.

Our Mission

Provide a safe space via Zoom for social good communicators to discuss their toughest challenges and tap the brain trust of their peers to explore fresh solutions



Learn more at:

<https://www.bigger-impact.com/good-comms-exch>

Today's Pitch Environment



We are all modifying our work habits and preferences to suit the present day.

Pitch Insights – 2022 Research

<https://muckrack.com/blog/2022/03/15/state-of-journalism-2022>

The State of Journalism

2022

Social media habits, reporting strategies,
PR pitching preferences and more

A STUDY BY
MUCK RACK

Pitch Insights

According to Muck Rack

75% of journalists turn to online newspapers and magazines or Twitter, Fewer than 2% refer to LinkedIn and TikTok for news.

24% of journalists consider LinkedIn the most valuable social platform. But Twitter takes the lead with 77% of journalists considering it the most valuable social network

Facebook follows closely behind with 39% of journalists giving it their vote.

Pitch Insights

Promote News Stories You Help Generate -
According to Muck Rack

64% of journalists track how many times their stories are shared on social media (that's why it's good to promote them).

Pitch Insights

According to Muck Rack



64% of journalists regard their relationship with PR pros as mutually beneficial, but not a partnership – only 8% of them consider it such.

16% of journalists see the relationship as a “necessary evil.”

Pitch Insights

Why Pitches Fail - According to Muck Rack

Bad timing is the leading reason why journalists instantly reject pitches –24% of the time.

22% reject because of lack of personalization

15% reject for confusing subject lines

Pitch Insights

How Many Pitches Journalists Receive - According to Muck Rack

On an average business day, 50% of journalists receive 1-5 pitches, and 19% receive 6-10.

Pitch Insights

Best Method For Pitching Journalists - According to Muck Rack

94% of journalists prefer pitches via **one-to-one email.**

17% are fine with mass email,

15% are comfortable with pitches via phone.

Pitch Insights

Best Time of Day for Pitching Journalists - According to Muck Rack

During the workweek, **the earlier the pitches come, the better.**

67% prefer to receive pitches in the morning.

34% preferring to receive them between 5 a.m. and 9 a.m.

33% preferring between 9 a.m. and noon.

The Perfect Pitch

According to National Public Radio

Is a STORY. That means it includes:

- Basic narrative elements

- A specific focus

- A central question

- Stakes

- A conflict and/or a central character

- Something happens

The Perfect Pitch

According to National Public Radio

The story is important to the news media outlet's audiences and it is important NOW.

No pitch exists in a vacuum - it fits into a crowded stream of coverage. The perfect pitch about an issue already being reported HAS SOMETHING DIFFERENT to say.

The Perfect Pitch

According to National Public Radio

Is short – preferably one short paragraph

It advances the media outlet's coverage of the topic

It's NEW

It has a KILLER HEADLINE

The Perfect Pitch

According to National Public Radio

Killer Headline Examples:

The Radioactive Town that Poisoned Florida

The Great Python Hunt: Saving Biodiversity in Everglades National Park

Zombie Moths, Dying Gods & Murder in the Himalayas

The high-flying housing market is falling back to earth



The SECRET INGREDIENT of the Perfect Pitch is...

SURPRISING

“Wow, I never knew that. Tell me more.”

It changes what the editor and the news outlet’s audience thought they knew.

