



3 Tips for Quality Media Engagement

From Jonathan Schillace and Brendan Scully

Keep a good database of media contacts. It helps to segment your contacts by subject matter and outlet. This saves time when going to pitch.

Try to maintain a personal relationship with some of your media contacts. Sixty-four percent of writers think that it's important to establish a personal connection before pitching.

Be timely and creative. Forty-four percent of journalists get pitched a minimum of twenty times per day. The more attention-grabbing and timely, the more likely it will be picked up.

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