How to Guide: Pitching to Media

**How to Pitch to the Media**

Pitching to the media is an important way to share Unified Champion Schools and encourage the story of Unified programming to be told in your community.

1. **Finding the right publication**

Focus on local publications and news outlets. You will also want to aim for mainstream/general news publication stories or publications covering education and/or sports.

1. **Finding the right person**

Look for an editor or reporter who covers education, sports, or “general assignments.” To find this person, you can go to the publication’s website and look at the staff page. If they do not have contact information, you can try calling the media outlet’s main phone line and say that you have a story you think they would be interested in covering.

1. **Creating your pitch**

On the following page, you will find a pitch template/script for you to utilize. Make sure to gather all essential information for media to know before making your pitch.

1. **Sending in the pitch**

Try to make your pitch during morning hours. The ideal time to make your pitch is between 9:00-10:00am. This can be done successfully by phone or email, depending on the outlet, relationship, and circumstance.

1. **Following Up**

Follow up with the reporter or editor after 24 hours of initial contact. In the following pages you will find a script that you can use when following up with media outlets.

*For more information on engaging with media, see a helpful resource from the SOI HQ team* [*here*](https://www.dropbox.com/s/mdnmw8xhdvm4ifs/3%20Tips%20for%20Quality%20Media%20Engagement.pdf?dl=0)*.*

Media Pitch Template/Script

[insert salutation here],

I hope you are well. I am [writing or calling] to inform you of [insert event here] that is being held at [insert location here] on [insert date here]. [insert Special Olympics Program here] is forging strong youth engagement and transforming educational systems through the global expansion of Unified Champion Schools thanks to support from His Highness Mohammed Bin Zayed Al Nahyan, President of the United Arab Emirates.

As an influential media presence in [insert location here], [insert Special Olympics Program here] is excited to inform you of [insert event here] and invite you to cover the transformative effects of Unified Sports. At the event, you would have the opportunity to meet [insert notable people who can be interviewed] and hear their powerful stories. We invite you to use your platform to amplify the voice of these community members.

[insert additional important information about the event here]

If you have any questions for [insert Special Olympics Program] I am happy to arrange an interview at your convenience. Please be in touch with any questions or ideas you may have.

Thank you for your time and consideration.

[insert

NAME

EMAIL

PHONE

TITLE/ROLE here]

Media Follow Up Script

[insert salutation here],

This is [insert your name here] with [insert Special Olympics Program here], I am [writing or calling] to ask if you had received my earlier message about [insert event or topic here]

**Possible response from media A**: NO, I HAVE NOT RECEIVED IT:

No problem. Our event is occurring [insert time and date here] at [insert location here] and will be [insert short description here]. Is this something that your outlet is interested in covering?

**Possible response from media B**:: YES, I HAVE SEEN IT:

That is great to hear. Are you interested in covering our event?”

If they are interested in the event but for some reason cannot attend, ask:

* Is there someone else at your publication that may be interested/available to cover the event?
* Can I arrange any interviews over the phone or Zoom?
* How can I share videos and pictures of the event?