Media resources

Getting media coverage for your campaign or issue

What is the media looking for?

Journalists are on the lookout for:

* Conflict, tension + drama
* Human-centred storytelling
* Lived experience
* ‘New’ angles and exclusives

To approach a journalist or media outlet with an idea for a story, you will need what is called an ‘elevator pitch’. This is what you will use to email or call a journalist to ask if they are interested in covering your issue or campaign.

* You need to capture people’s interest and attention in 15-30 seconds (or a paragraph)
* Does your pitch answer all the following questions: Who/what/when/where/why/how?
* Consider the TRUTH method
	+ Timely: Why is it important now?
	+ Relevant: Why is it interesting not just to you, but others?
	+ Unusual: First/best/biggest
	+ Tension: What’s the conflict? Is there a solution?
	+ Human: Who are the main players or characters? How does it affect people?

Sending your pitch

* Send your pitch to:
	+ Journalists
	+ Editors
	+ Producers
* Through these mediums:
	+ Email
	+ In a press release
	+ By calling a journalist
	+ A combination of all three!
* Remember:
	+ Address the journalist by name, and make sure the pitch is customised/personal.
	+ Avoid cut-copying pitches!