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!