Media resources

Tips for pitching your media release

* Make it newsworthy
Would you read the article you are pitching? Would a journalist find it interesting? The best way to make something newsworthy is to find the most new, interesting and unique thing about what is happening. Is it relevant to what is happening in the media, and is it a fresh take?
* Make it personal
The media tells stories about people. That’s why every article you read won’t just have facts and figures but also examples of people affected by an issue. What is your personal story? Are you affected by the issue? Include spokespeople, quotes and detail on how young people in your community are affected by an issue or policy change.
* Make it local
An outlet is interested in covering news that is relevant to their local area. If you are pitching a local newspaper make it clear this story is about people from that area, or issues related to that area. Or, if you’re pitching to a state-based publication like The Age or Brisbane Times, think about what makes the story most relevant to Victorians and Queenslanders respectively.
* Make it targeted
Who are you sending this to? Do they write about this sort of thing usually, or is it not relevant to the beat they cover? Do your research and find journalists and outlets who have covered these sorts of issues before. Make it clear you are reaching out to them specifically, and not just including them on a broad list.
* Make it brief
Journalists will only spend a few seconds looking at your email and press release, so say everything you need to say as quickly as you can and try to limit your media release to one page.
* Make it midweek. Avoid Fridays.
Try to send your media release during the week before media staff sign off for the weekend and handover to weekend journalists. Sometimes it can’t be avoided, but you’ll give your release and movement a better chance of coverage if it can be received and seen by the media between Tuesday-Thursday.
* Make time to follow up
Shortly after you’ve sent your media release, follow up with key journalists who you think might be particularly interested in covering your story. If you have their contact numbers, give them a call to make sure they’ve seen your email and ask if they have any questions or need further clarification and if they plan to attend your event or cover your story.