

Why they worked:

We broke down 8 great media pitches so you can land more coverage yourself

Brought to you by:

MUCK RACK & Michael Smart 



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Tired of writing pitches that get ignored? If it makes you feel better, journalists are also tired of getting those. That didn't make you feel better? Okay, how about this—a detailed look at eight successful pitches and the elements you can apply to your own work to get the results you're looking for.

I'm Michael Smart, a PR coach who helps teams land more media coverage. I teamed up with Muck Rack because they've got the best PR software and smart followers like you.

The Muck Rack team invited their audience of tens of thousands of PR pros to submit their best pitches from the past year. We were impressed by both the quality and quantity - we call that a "Ryan Reynolds." After many hours and countless Starburst Jelly Beans, I've assembled those that best demonstrate four useful pitch types.

Read on to see these successful pitches - word-for-word as they were initially sent out - along with my commentary on why they worked and how you can apply these same techniques.

We've organized them like this:

1

The "clear is the new clever" pitch

- High news value means low word count in this successful two graph pitch
- Tightly targeted pitch needs few words to persuade

2

The "I get you" pitch

- Cleverly referencing previous segments - without sucking up
- Personalization is key to the PR relationships of your *Wildest Dreams*

3

The "deep-rooted" pitch

- Careful targeting and deep substance yields 7-minute TODAY feature

4

The "fresh take" pitch

- Contrarian angle boosts same-old-same-old hotel for Travel + Leisure
- Livening up dense IT with Marvel parallels lands vertical coverage
- Touching pitch earns World News Tonight and kicks off public affairs success



SECTION 1

The “clear is the new clever” pitch



High news value means low word count in this successful two graph pitch

PR professional: Donn Perlman, Donn Pearlman & Associates

Background: Donn was representing an auction house selling the baseball card collection of a gentleman who recently passed away from COVID. Earning media coverage of the upcoming auction would increase the number of bidders and - hopefully - the eventual sale price and proceeds to the family.

Results: Dozens of placements including [Reuters](#), [USA Today](#), [CBS Sports](#) and [ESPN](#). It even got picked up by [WebMD](#). The sale prices for the entire collection totaled \$21.5 million, including a record \$4.2 million alone for the Babe Ruth card. The auction house client said they received inquiries and bids from many new customers. This coverage also resulted in me climbing up into my attic and rifling in vain through old shoeboxes.

Why it worked: Donn was blessed with an extremely newsworthy story, and he knew it. He didn't mess around trying to come up with a creative angle, or social impact, or tie into previous coverage. He knew that the right reporters would immediately recognize the news value here, so he delivered it quickly and concisely (the pitch below was sent only to "cold contacts" - he used a longer approach with his regulars). He also included a strong visual right at the beginning of the pitch.

One question you might have when reviewing the pitch - why didn't Donn include all the contact info, background and images in the initial cold pitch? Because Donn knows what he's doing, that's why. His "teaser" approach - where you offer additional info instead of pushing it out in the first pitch - works well with legacy media outlets with more experienced journalists, like those in the results above. Here are some of the benefits:

- This type of short, "can I send you more?" email is much more likely to earn a response. This helps you know who is interested and who you still need to follow up with.
- These journalists, while still very busy, are not as urgent as others and appreciate being asked permission to send more stuff to them.
- You can see what they ask for and then craft your answers according to what they're most interested in.
- When dealing with a sensitive client situation - such as a widow and the adult children of the deceased doctor - this approach gives you more control over which spokespeople you connect with which journalists.

If you're pitching newer, digital-native outlets with younger journalists who are used to turning multiple stories a day, then you should use the opposite approach. This group doesn't like skinny jeans and they don't like waiting to get the info they need. Include the additional detail below your signature right in the initial email.

The pitch

From: Donn Perlman

Subject: Beloved Tampa doctor's old baseball cards worth millions

Story idea: Beloved Tampa doctor's old baseball cards worth millions



The extensive collection of old baseball cards passionately assembled over four decades by Tampa, Florida neurologist Thomas Newman, who died at age 73 this past January from COVID-19 complications, has now been estimated to be worth over \$20 million. Some of the one-of-a-kind cards and sports memorabilia date back to the 1880s.

I can promptly send you information and illustrations as well as contact names and phone numbers for the doctor's family in Florida and Memory Lane, Inc. of Tustin, California, the auction house that will be selling the historic collectibles, including a multi-million dollar 1933 Babe Ruth card.

Thank you for your consideration of the story idea,
-donn-

Leading off with an image is a novel approach that grabs attention. Smart to included this line here, repeating the subject line, so the recipient would have context for the image.

Tying into the news agenda - normally the cause of death wouldn't be relevant for a story like this. But for obvious reasons, this one is.

This is the "money" phrase, and that's why it's in the first sentence.

See above for why this "teaser" approach often works well - rather than pasting in all the images and contact info in the first pitch.

Brevity is a selling point here - there are so many different directions a journalist could go, it's wise to pique their interest and then get out of the way and field their questions.

Tightly targeted pitch needs few words to persuade

PR professional: Taryn Scher, TK PR

Background: Taryn reps hospitality clients in her home state of South Carolina, so she's an expert on the media who cover travel and dining stories in the South. That's how she knew about an editor who does a weekly food feature that highlights a recipe and interviews the chef. And she found out that National Banana Cream Pie Day was just around the corner.

Why it worked: The recipe Taryn used for success is as follows:

Assemble ingredients:

- One time element - a quirky national awareness day
- Strong client tie-in - signature dish that matches the awareness day
- Proof points - numbers that validate the claims
- Precise targeting - an editor who does a weekly item that this fits

Mix into a brief email pitch and press send. Wait two hours, and the editor will reply asking for images and an interview with the chef (that's how long it actually took).

Results: [Garden & Gun](#) - If you're not from the South (or even if you are), you might think that's a weird name for a magazine. But it's legit - their Muck Rack profile reports 420K UVMs and a 67 domain authority. Also, I don't even like bananas but reading this short piece led me to put this restaurant on my hit list next time I'm in South Carolina.

The pitch

From: Taryn Scher

Subject: Tuesday is National Banana Cream Pie Day

Dear XYZ,

Tuesday, March 2 is **National Banana Cream Pie Day!**

Since opening in 1997, Soby's New South Cuisine in Greenville, SC has sold more than **100,000 slices** of their decadent dessert. It's been on the menu since **day 1.**

I'd love to send the recipe your way for Soby's infamous White Chocolate Banana Cream Pie & connect you with Chef Rodney Freidank to tell you more about the most iconic dessert in Greenville.

best,
Taryn

These types of days don't work nearly as well as most PR people wish they did. But this one is so narrow and not overdone, and the pitch is so specifically tied to this day, that it was a fun excuse to cover it instead of a blatant marketing ploy.

Every restaurant claims it is "known for" some signature dish. You need facts like these to back up that claim.



SECTION 2

The “I get you” pitch

Cleverly referencing previous segments — without sucking up

PR professional: Lucy Luneva, Fi Smart Dog Collar

Background: Lucy reps a popular high tech dog collar. She's always looking for new places to review the product.

Results: Here's the widely syndicated clip and article on [Yahoo! Life](#), part of their "In the Know" vertical. It also appeared as an episode on the corresponding Snapchat series called "[Tried It](#)" (65K subscribers). This result is extra-remarkable because, even though it's supposedly a review series for all types of products, about 90 percent of the segments seem to be about viral recipes. If you want to know if deep-frying your cheeseburgers looks as gross and tastes as good as all those TikToks say, these are your people.

Why it worked: Lucy says she's a big fan of "Tried It," watching it regularly on her own Snapchat. And you can see that deep familiarity in her pitch. Dillon, the host of the series, would have immediately recognized that Lucy "gets" what he's trying to do. She makes subtle and not-so-subtle references to previous episodes. But even better than that, she gives him the social proof to validate that this product has achieved a level of online buzz that puts it in the ballpark of the other products and trends that he reviews.

She does that by assembling recent local media coverage of the collar in action, plus a fun find of Jimmy Fallon's dog sporting one on a People magazine cover. And then she lists the reach of the "dogfluencers" her brand works with.

Granted, this is a cool product that has already achieved strong adoption. But Lucy still had to work for this - she followed up from August through December with other viral examples from TikTok to secure the placement. These journalists, while still very busy, are not as urgent as others and appreciate being asked permission to send more stuff to them.

The pitch

From: Lucy Luneva

Subject: Tried It! x Fi, the viral dog collar saving lives

Hi Dillon!

I hope you enjoyed some **grilled sunflowers over the weekend and no ramen waffles.**

References to previous review segments

I'm a huge fan of Tried It! and wanted to reach out with a product suggestion that would be perfect for the show — the **Fi smart dog collar**. Fi is like Find My Friends and an Apple Watch for your dog, with GPS and fitness tracking through an intuitive smartphone app.

Aside from gracing the cover of People Magazine with **Jimmy Fallon**, Fi has made headlines through heartwarming stories of pups reunited with owners nationwide, from a **deaf dog dad and his deaf dog** near Chicago to a husky that had **the collar catch a bullet** for her outside of Salt Lake City. We just had a **really adorable story north of Atlanta** where I see you're based!

Fi has experienced incredible organic growth through people just wanting to share pictures of the sleekly-designed collar or screenshots of their pup's ranking in Fi's steps leaderboard. In fact, the average American is now only 2 miles away from a Fi collar.

Our viral **dogfluencers** (yep, that's a thing now) include:

@roofusandkilo (410k followers)

@knight_thepit (239k followers)

@mydearpuddin (176k followers)

This section shows that Lucy gets that Dillon's show drafts off of social media trends. And also that he'll get shared if he chooses to work with her.

We could send several collars if you'd like to take a **"Netflix for Dogs"**-like approach and compete with **The Danes versus Pretzel versus Milo** to see who is the most active pup for their respective breed.

These were the "test dogs" for the only previous segment on a pet-related product. Again, shows her deep familiarity with his series.

Please feel free to give me a call at **973-727-0574** if you'd like to learn more at any time.

Thanks for your consideration and hope to hear from you soon.

Best,
Lucy



Always wise to include a photo in every pitch, especially when you've got a colorful product.

Personalization is key to PR relationships of your *Wildest Dreams*

PR professional: May Huang, Highwire PR

Background: May says she loves working on cybersecurity accounts. She spends a lot of time making cyber media lists and frequently saw the name Tonya Riley at CyberScoop. She had pitched Tonya a few times, but never broke through. All the while, she followed Tonya on Twitter and noticed that they shared similar views on pop culture, starting with a mutual fondness for Taylor Swift. When Taylor dropped her re-recording of RED, May noticed that Tonya felt the same about the album and found the same memes funny. The next day, May had some cybersecurity predictions pitches to send but still had RED on the brain. You can see the fun that resulted.

Why it worked: Full transparency - no coverage yet. But Tonya responded “This did make me laugh! We don’t write prediction pieces but will keep you in mind.” And Tonya tweeted this:



When I ask PR pros what media pitching success looks like to them, most say it’s when journalists grow to trust you enough to open your emails and view you as a source. By that measure, this pitch is a big winner.

Why it worked: Warning - connecting your pitch to a journalist’s personal interests is a sensitive issue. It’s only successful when you are totally sure what they like, and when you sincerely understand the thing that they like. Journalists smell inauthenticity like sharks smell blood. If you force something that isn’t sincere, they will sneer while deleting your email.

May's pitch works because she's a legit Swiftie and followed Tonya enough to know she is too. After that, it's a simple matter of stitching song titles into a solid pitch. My personal favorite is the subject line about feeling "2022." Remember, May sent this in mid-November, before we'd all heard that reference incessantly around the new year. That lyric in the chorus of "22" sums up the essence of every earnest media pitch: "You don't know about me, but I'll bet you want to."

In addition to its creativity, there are a few other reasons why this is a good pitch. I've highlighted those below.

The pitch

From: May Huang

Subject: I don't know about you, but I'm feeling 2022... (cyber predictions?)

Hi Tonya,

Hope you're doing (all too) well!

Is CyberScoop accepting cybersecurity predictions this year? I've got ~13 from cybersecurity clients I work with and would be happy to send them over to support your EOY reporting. Some think that next year will be "nothing new," while others see it as an opportunity for us to "begin again" as the industry addresses the ongoing ransomware scourge.

Looking forward to hearing from you either way, and hope this pitch made you chuckle regardless. :)

Best,
May

Smart to ask this rather than dump 13 expert bios and predictions on her in the first email.

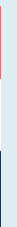
Not that this is groundbreaking or anything, but May shows that underneath the Taylor glitter is some actual substance and relevance for the B2B audience Tonya writes for.

This is really hard to teach, but acknowledging the humanity you share with an individual journalist is a powerful thing. This brief phrase communicates: "I bet you live underneath a crushing burden of cybersecurity minutia all day. And I crank these emails out all day. I was trying to lighten your day for you." That, in a nutshell, is why this pitch earned the response it did.



SECTION 3

The “deep-rooted” pitch



Careful targeting and deep substance yields

7-minute TODAY feature

PR professional: Chris Wilson, C+C

Background: Chris' client is the CROP Project (Cannabis Removal on Public Lands). To bring attention to their movement and the federal legislation they are pushing, they decided to invite a news crew along to tour a recently discovered illegal cannabis growing operation in a national forest. Chris' job was to sell this opportunity to a top-tier outlet. And it was a tough sell. In a culture of microwave stories, this one is more like your grandma's old slow cooker. It requires a big investment of time, which even large outlets rarely make any longer.

Results: A 7-minute-long story aired on [TODAY](#), repurposed on other [NBC platforms](#). Seven minutes is practically a feature-length documentary in morning show time. Both the video and web stories include multiple quotes from the director of the CROP Project. The third-party credibility Chris brought to the client leaps off their web page now - look at those beautiful logos at the top!



Why it worked: Every great in-depth placement starts with careful targeting. Chris knew that NBC's Cynthia McFadden is one of the rare broadcast journalists who will still spend the time and resources for an in-depth investigative piece. He also knew that for top broadcast outlets, you're generally more successful pitching producers than on-air talent. So he reviewed the online versions of Cynthia's stories to identify her producers. (For example, look at the byline on the [resulting placement](#).) He then used Muck Rack to find contact info for the producer he pitched. After going back and forth with her on a previous story, Chris came back again with this cannabis piece. If you're asking reporters to commit extra time to your story, take the extra time to find the right person to pitch.

Everybody thinks their issue is important. What sets this pitch apart right from the beginning is a fixed time element - the rare access promised to the growing operation. Chris hits that right in the first word of his subject line - “TOUR” - and again with the bolded invitation in the third paragraph.

He also established why this problem matters to viewers (journalist shorthand for this is “impact”). And what’s being done about it - potential federal appropriations and legislation. See the highlights below for more takeaways.

The pitch

From: Chris Wilson

Subject: **TOUR** - Illegal cannabis grows in CA national forest, major wildfire and safety threat

Hi xx,

I work with **a coalition** trying to clean up illegal cannabis operations in U.S. national forests that authorities believe are putting lives at risk. Wondering if this issue may be something your team may want to look into? Take a look at [this video](#).

These “trespass grows” aren’t well known but are one of west’s leading environmental risks. The grows are run by drug trafficking organizations which head into remote parts of national forests and grow cannabis illegally using dangerous pesticides and then send the cannabis across the country. **These grows have caused devastating wildfires, siphoned off scarce water, poisoned endangered wildlife, and put people visiting national forests and parks at risk.**

I’d like to invite you to tour a recently discovered illegal cannabis growing operation in the Los Padres National Forest during the week of October 4th as the Forest Service, environmental scientists and local law enforcement evaluate it for cleanup.

During the visit you can see the cleanup of a large growing operation – where **crews will be using helicopters** to remove large pieces of debris. (This area is also close to a [refuge](#) for endangered California Condors.)

Because of the scale of the problem nationally (grows have also been found in KY and TN), California’s congressional delegation is leading federal efforts to fund cleanup of illegal grow sites on public lands, through direct federal appropriations and potential new bipartisan legislation. I can offer you interviews with those **members of Congress** as well.

Repairing damage caused by trespass grows and preventing new grow activity will protect federal lands and nearby communities from traffickers while also reducing wildfire risk and improving water quality. Cleaning up each site costs an average of \$40,000 and requires law enforcement, trained hazmat crews and sometimes air support from the National Guard.

I’m including more information on the issue below.

Let me know your thoughts. My cell is below if you’d like to talk this through!

Thanks,

Key time element right at the top

When your client lacks name recognition, it’s often wise to describe them instead of name them. You want to avoid using unfamiliar terms in the beginning of your pitch.

This is a powerful sentence that makes the story relevant to viewers.

This is the key to the whole pitch - a time-bound invitation to get rare access.

Teasing some of the visuals they’ll be able to shoot.

Brings added depth and impact to the pitch

When your pitch is already getting longish but you want to share more background, it’s wise to paste it below your signature so the first impression upon opening the email isn’t overwhelming.



SECTION 4

The “fresh take” pitch



Contrarian angle livens up same-old-same-old hotel for Travel + Leisure

PR professional: Jordan Blakesley, B Public Relations

Background: If you've pitched the same client over and over without serving up anything new, you know that journalists are not interested. That's when it's time for the Lunch Lady Special: take your leftovers and add in one new ingredient, to transform it into something appealing.

In this case, the hotel Jordan reps already had a nice twist - a unique media-viewing setup, complete with drop-down projectors, screens, and screen-level beds. Super cool, but that news was already out there. So Jordan found something new to spice it up.

With the holidays approaching, Jordan boldly suggested the hotel offer a new package tied to corny Christmas movies (think Hallmark Channel). She knew they're something people love to hate, and she'd noted lots of pop culture media coverage around them in previous years.

Results: Standalone story in [Travel + Leisure](#), roundups in [SFGate](#), [The Denver Post](#), [5280 magazine](#), and [5280 \(again\)](#)

Why it worked: Let's go with a poker analogy: Jordan and her team didn't settle for playing the hand they were dealt. They turned the deck over and thumbed through it until they found the best cards possible for the game they were playing. (Which is actually how I play poker, which is why my kids don't play with me anymore). First key here is that they had earned the client's trust from previous work. Second key is that they kept their recommendations cheap and easy. They built out the idea using in-room product partnerships the hotel already had, and then the hotel's design team executed the idea. Jordan says, "We didn't ask them to drastically change their core offerings to fit into a story or pitch - we just helped them enhance and spin the offerings they already had in a more newsworthy way."

As for writing the pitch, you can see that Jordan has a naturally fluid writing style. She lets the fun come out but keeps it real with specific examples and proof points.

In the spirit of the "I get you" pitches above, she also personalizes it. Her first sentence might appear normal but there's actually a lot going on here. When you cite a specific article by your target journalist, this can often backfire because doing this has devolved into a bad habit by PR people who don't even read the previous story. So journalists can get understandably jaded. Jordan shows she isn't faking her way through a book report on a book she didn't read:

- She cites “T + L” to show Cailey that she knows she’s a freelancer and writes elsewhere too. If you look at Cailey’s [Muck Rack profile](#) you can see she also writes for Business Insider, Time, Yahoo, and lots more.
- She doesn’t paste in the headline of the previous story or include a link to it, she just references it briefly. Cailey knows she wrote it, she doesn’t need either of those things to recognize it.
- This reference works because Jordan’s pitch is actually propelling that previous story forward. She’s not merely saying, “Hey, I see you wrote about a hotel. I’ve got a hotel pitch for you!”

The pitch

From: Jordan Blakesley

Subject: The ultimate cheesy made-for-TV hotel holiday movie package

Hi, Cailey!

I caught your T+L story on the Home Alone Package at Deerpath Inn, and thought you might also be interested in a holiday hotel package for a different kind of movie-watcher: The oh-so-delightfully terrible made-for-TV holiday movies!

At Denver’s newest hotel, [Catbird](#), guests can book the **Catbird & Chill Holiday Experience** for the ultimate corny Christmas movie watch-a-thon. Each year, networks such as Hallmark, ION, ABC Family, Netflix, BET+, OWN and GAC Family, among others, roll out their lineups of hometown holiday love stories – and there are more than 120 new ones to choose from in 2021. Who doesn’t want to watch the overworked big city executive fall back in love with her hometown childhood sweetheart while together they save his family’s Christmas tree farm/fruitcake business/toy store (you know the drill) from going out of business from the comfort of a hotel, with all the added enhancements?

At Catbird, each guest room features a theater-like viewing experience with giant windows that transform into oversized viewing screens, complemented by drop-from-the-ceiling 4K Ultra HD Projectors that you can watch with a front-row seat atop the patent-pending lofted bed. With this experience, however, the hotel also provides a “Catbird Favorites” holiday movie menu, and kicks it up a notch with cheesy holiday movie bingo cards (think squares for “accidentally caught under the mistletoe,” “reunited in the town’s romantic gazebo,” or “caught in an unexpected snowstorm with car trouble”).

Also included is movie theatre candy, popcorn and hot chocolate kits, which can be prepared in each room’s full kitchen – as well as in-room holiday foliage from [ReRoot botanicals](#) and perfectly paired romance novels from [Tattered Cover bookstore](#) to take home so guests can keep the romance alive post-stay.

The package is available November 15-December 31, 2021, with a starting Rate of \$244. To book, visit <https://www.catbirdhotel.com/special-offers>

Happy to provide images of the experience if you’re interested!

Jordan

I love how she leans into the cheesiness.

See bullets above for why this personalization works.

Here Jordan lets the fun come out to show the writer how the story could look for her readers.

Watch how quickly Jordan moves from the “old news” cool thing about this hotel to the new touches for this holiday package.

Think your job is a grind? Liven it up by coming up with creative angles that let you get paid to create cheesy holiday movie bingo cards!

These are partnerships the hotel already had, Jordan’s team just repurposed them.

Livening up dense IT with Marvel parallels lands vertical coverage

PR professional: Noah Slade, Merritt Group

Background: Noah was repping Nok Nok, a company engaged in what a cynic might call the typical buzzwordy work of creating secure and stable system-level authentication...see, you're already bored. That's why he went next-level and brought the Tony Stark references.

Results: [Mobile ID World](#), which focuses squarely on digital identity, which is the client's entire line of business. Also, an interview on [C-Suite Network](#). The pitch received the following response from a trade journalist:

First off, kudos on the compelling hook with the Tony Stark pitch. (I've been a professional business & tech journo for more than 30 years; I love a good story, an engaging pitch.)

Why it worked: This pitch combines the curiosity-piquing angle of a BuzzFeed post with a legit understanding of the client's work with passwordless authentication. Tell the truth - when you see that subject line, wouldn't you open it? And I submit that most properly targeted journalists wouldn't simply smile at the reference, but they would have a better understanding of Noah's client just from reading the pitch. I sure did. Linking to the relevant movie clips not only backs up the claim, but illustrates the type of work Nok Nok does.



The pitch

From: Noah Slade

Subject: Tony Stark Doesn't Use Passwords... Neither Should We

Hi XX,

It's hard to think of a genius, real or fictional, more ahead of his time than Tony Stark. A hero without powers, Iron Man's meta-human abilities come from his brain and his knack for invention. While many of Tony's inventions may be many years away, some of his futuristic, sci-fi tech already exists and is just waiting for adoption.

If you pay close attention to the nine Marvel Cinematic Universe films that feature Iron Man, you'll notice that **Tony hates passwords**. We've seen him opt for a much more secure **physical token authenticator** (2:30), or a **biometric and retinal scan** (1:20). Even his friends are **well-aware** that passwords are a primitive level of security against his "hacking" prowess.

Passwordless authentication is more than just a cool effect for sci-fi scenes. It's a real technology that is already enabling us to ditch passwords and pin codes. **If you'd like to hear more about how the world is evolving towards a passwordless future, I'd be happy to put you in touch with XXX, CEO of XXX.** Let me know and I can set something up.

Thanks,

Hard to argue with success. But I'd suggest that these two sentences are unnecessary.

Effective use of bolding.

Want to warm up a burned-out B2B writer? Give them an excuse to watch (relevant) movie clips at work.

The creativity isn't just for grins - it sets up a newsworthy angle for an interview with a SME.

Touching pitch lands World News Tonight and kicks off public affairs success

PR professional: Jon Bari, Bari Consulting Group

Background: Jon Bari is an advocate for celiac disease, motivated by his 8-year-old son Jax, who has it. They've launched a public affairs campaign aimed at the federal government with two goals: Increase federal funding of research toward a cure, and mandate gluten be labeled as a top food allergen on all packaged foods in the U.S.

Results: A touching story on [World News Tonight with David Muir](#), which got a lot of [social buzz from top elected officials](#). Later, Jax's food labeling goal got one step closer to reality thanks to the introduction of a [new food labeling act](#). Also, the NIH announced new funding for research aimed at celiac disease. And Jax received letters from the [Pennsylvania governor](#) and [President Joe Biden](#).

Why it worked: There's an old saying that "the medium is the message." In this case, the medium was a letter in an 8-year-old's handwriting. Think how much that stood out from the mountain of formulaic emails WNT producers get each day.


It went beyond cute, though. Jax stuck closely to his key message of NIH funding. He also included a savvy tie to Celiac Awareness Month coming up in May.

Although you may not have a cute 8-year-old you can use to do your pitching for you, let Jon and Jax's examples inspire you. Think expansively about the spokespeople you choose and consider pitching via your target journalist's "least crowded inbox."

Below is the original pitch that was mailed to the newsroom and emailed as a PDF.

The pitch




Name Jax Bari 5/4/21



Dear Mr. Muir,

When I turned 8 in March, I wished for a cure for Celiac Disease for me and 3 Million Americans with Celiac. I watch you every night with my dad, just like he watched Walter Cronkite with his dad. You are a great storyteller, and I have learned a lot from you, including about the NIH. Eating without fear is our hope. Food insecurity happens for Celiacs everyday. I wrote to President Biden to ask for help with the NIH. Can you please help me tell the Celiac story this May which is Celiac Awareness Month?

Please contact my mom, Leslie

 © 2007 by Therapro, Inc.  Sincerely, Jax Bari 

Conclusion

4 Takeaways

1

When you have great news, pitch it straight. No need for creative angles or flowery prose. Just give them the goods cleanly and concisely, then sit back and enjoy the responses.

2

Show the journalists you know and love that you know them and love them. Building relationships is the foundation of good media relations and proving you understand their needs is the first step.

3

Before you ask a journalist to invest their time in your story, make sure you've targeted it correctly and provided the depth and substance to make it worth their time.

4

Turn old or boring news into something fresh with a new element, a pop culture tie-in or a compelling spokesperson.

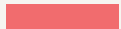
I'm not saying these are the only types of pitches you'll ever need for your client or org. I am saying that mastering these four will dramatically increase your placements, improve your career trajectory, and make you feel awesome about yourself because you are killing it at your job. A big promise, I know, but I stand by it.

Regardless of what happens in the media landscape, the PR pros who consistently make time to improve their craft will always find success. *Now put on some Taylor Swift and get yourself a slice of banana cream pie. You've earned it.*

About the author

Michael Smart is the media relations coach and trainer brands and agencies turn to when they want to [improve their media pitching results](#). He's trained more than 10,000 communicators from teams at at Lowe's, General Motors, UCLA and other companies of all sizes

He's the instructor for Muck Rack Academy's free online certification, Fundamentals of Media Relations. [Take the 90-minute, fun course to dig deeper into more pitching lessons](#).



About Muck Rack

Muck Rack's Public Relations Management (PRM) platform enables PR teams to work together to find the right journalists for their stories, send customized pitches, build meaningful relationships with the media, monitor news and quantify their impact. Thousands of organizations use Muck Rack to take their communications to the next level.

Muck Rack is also the solution of choice for journalists, who use Muck Rack's free, automatically updated portfolios to showcase their work and to provide information about what stories they're looking for.

You can learn how Muck Rack can help you and your team by [requesting a tour of the platform here](#).