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Do's and don'ts checklist



The what to do and the what not to do when pitching your media release.

Do's:

- Do establish a relationship with someone in the newsroom who has more time to talk to you rather than going to the chief-of-staff.
- Do make sure your story has a clear vision or you have a case study lined up to support your release.
- Do carefully caption your images.
- Do hire a professional photographer, it is important that when you use images in your press release that you own or have the rights to use or modify them.
- Do try to keep the information in the body of the email so it's easier to access.
- It is important to declare any commercial interests. This will make sure there are no conflicts after the story has been pitched.
- Do know the audience so you can target and pitch accordingly.
- Do include all your contact information eg. name, phone number, email.
- Do be aware of what else is happening locally and globally on the day, so as not to pitch inappropriate stories.
- Do know the exact newsroom contact and have their email address ready to ensure it gets to the right people immediately.
- Do consider aligning the headline as much as possible with your opening paragraph.



Dont's

- Don't call the news desk on the hour or half-hour if you don't need to - they'll be monitoring headlines.
- Don't treat the headline as an afterthought.
- Don't strip the life out of a release headline by making it too obscure or too complicated.
- Don't go and pitch the same story to multiple people in the newsroom - especially after one has already said no.
- Don't pitch a story that is not actually ready and you can't yet deliver.
- Don't pitch a story in a way that is too casual, as if you are speaking to a close friend. Keep things professional.
- Don't have spelling or grammar mistakes in your release.
- Don't offer an exclusive after you have offered it to someone else.
- Don't call or contact the newsroom multiple times about the same story.