

**Will it Fly?® Educational Brief**

**Module:** PR Pitch

**Section:** Method of Contact

As your media list may contain an array of different types of contacts (journalists from established publishers and newer media outlets, freelancers, bloggers, etc.), be aware that each one will want to be pitched according to their preferred means of communication, based on each topic or area of interest he/she covers. If you don't do your homework here, no matter how relevant your pitch, chances are high it, and future pitches, will end up ignored.

Keep in mind, though, that for journalists — even those with a heavy social media presence — ninety percent would rather receive a story idea via email, as it allows for a single message containing the information they need to make a rapid judgment call, and which they can review on their own schedule. In addition, regardless of how ubiquitous it may seem, journalists are less likely to trust what comes from social media. Plus, their social media activity could be specific to their own personal interests (and not the topics for which they get paid).

Also, most journalists do not want to get pitched by phone, given that newsroom resources, and the time they can spend on individual stories, keeps shrinking. Unless it is urgent breaking news (or a tip about a highly sensitive topic), many journalists perceive phone calls, especially follow-up calls, as a nuisance and a sign that you do not respect their time. With regard to following up, do so by email, and only once, if you have not heard anything back after a few days.

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