

**Will it Fly?® Checklist**

**Module:** PR Pitch

**Section:** Methods of Contact

**Section Objective:** To ensure you determine the best methods for distributing a media pitch according to best practices.

- Have you determined the methods by which each of your contacts prefers receiving pitches?
- If you cannot find a contact preference for each journalist, have you made sure to focus on email as the primary means of contacting them?
- Besides not pitching journalists by phone (unless urgency is required), to avoid coming across as a stalker, are you making sure to follow up by email only once?

See Educational Brief for Methods of Contact to learn more.

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