

Will it Fly?® Checklist

Module: PR Pitch

Section: Overall Formatting

Section Objective: To ensure you have configured a media pitch according to best practices.

- Since reporters typically get 200+ pitches per day, have you made sure your media pitch is truly unique?
- Is the pitch in plain text format only, with no attachments or graphics embedded?
- Have you made sure the pitch is not more than two to three paragraphs long?
- Have you designed it to pique the media contact/reporter's interest?
- Does the pitch address the reporter as "Dear Mr./Ms. XX" or "Hi [First Name]" depending on the formality/informality of the context?
- Did you provide your name at the end of the pitch and include your contact information (more than one method), or another's, particularly if traveling?
- Aside from spell-checking, did you also carefully proof your pitch several times as well?
- Have you made sure that someone else has proofed your pitch and checked for errors?

See Educational Brief for Overall Formatting to learn more.
