

Will it Fly?® Educational Brief

Module: PR Pitch

Section: Style

Media contacts/journalists appreciate honesty in your pitch — understandable when you consider the number of pitches they receive every day. While you want to avoid the overuse of hyperbole, a certain amount of excitement in explaining your product or service is acceptable. However, keep your pitch within the constraints of professionalism.

Be honest about the newsworthiness of your article. Don't exaggerate or come across as melodramatic. Doing so will make your company look so desperate that you will stoop to anything to get publicity. You will also badly jeopardize your future relationship and PR possibilities with that media, since you may not be able to get publicity when you do actually have something substantial and interesting to report.

When you pitch, keep in mind that, the more and deeper you get involved in explaining secondary advantages, the more impact you take away from highlighting the primary advantages. Media contacts/journalists, like anyone else, have a limited memory and retention capacity. Therefore, you should pitch your primary advantages first. Be very succinct and to-the-point. Don't cloud their retention of these primary advantages with information that isn't that important. You can always refer them to supportive information sources (or links) for more details.

At the end of your pitch, whether written or verbal, briefly recap the major advantages of your product or service. However, be careful — don't repeat yourself too much to the point where it can get condescending.

Keep in mind that the "tone" of your pitch, whether written or verbal, will also influence the media. Select words that speak up to the people you are pitching to: i.e., "Speak to them, not at them." If you have a difficult product to understand, don't come off as a schoolteacher giving instruction — inform

GONZBERGAGENCY

them in a way that acknowledges their qualifications and level of comprehension.

Strive to be different and create the unexpected. If you can capture the imagination and interest of your media contact/journalist, he/she will realize that your news will elicit the same reaction from his/her media target market.
