

Will it Fly?® Checklist

Module: PR Pitch

Section: Verbal Contact and Responses

Section Objective: To ensure you relay your pitch's message effectively when in verbal contact with journalists according to best practices.

- Do you have a condensed version of the pitch (20-30 seconds or less) that is suitable to give over the phone, or in person?
- Do you have spokespeople who are prepared to give the pitch over the phone when necessary?
- Have those spokespeople practiced the pitch using a Q&A document, in order to keep their answers simple and to the point?
- Have you and your spokespeople practiced fielding questions, so that you know your story well enough to revise the pitch if objections are raised?
- To show that you are considerate, do you always ask if a reporter is on deadline?
- To reporters you do not know, are you up front and say "We haven't spoken before," instead of pretending to be a reporter's best friend?
- For reporters that you've gotten to know, have you tried to be a little more relaxed in the tone of your voice, so he/she feels more relaxed in dealing with you?

See Educational Brief for Verbal Contact and Responses to learn more.
