



**LOCAL
MOTIVE
TOUR 2023**

Preparing the Perfect Pitch

You've defined your story, and you're ready to share it with local media and the world. Now it's time to prepare the language you'll use and the materials you'll include, aka your pitch.

Use this checklist to ensure your story will stand out to the decision makers who can help amplify it.



Is it credible?

This is the most important question for editors at all levels. Their first decision point will be evaluating whether your information is reliable enough to share with their audience. Make sure your facts are ironclad and on point, avoid using jargon and buzzwords, and contextualize your information in a way that will resonate with the publication(s) you're pitching.



Is it clean?

This may seem superficial, but even something as simple as a typo or an incorrect citation may make an editor question the rest of your information. Even if you're a fastidious grammarian, seek a second set of eyes before you send your pitch.



Is it well targeted?

Your pitch should indicate that you understand the audience that publication caters to. For instance, a local newspaper may be interested primarily in covering local citizens taking action, while a trade publication may pursue a more technical article. For that reason, you may need to tailor your pitch language for each outlet you send it to.

Do you have good supporting materials?

Editors and moderators are often stressed and time strapped. Make their work easier by providing all the materials they may need to present your story. These could be photos, videos, timelines, source documents, etc. If your story is visual (say you've made a dangerous sidewalk safer), include before and after photos.

Are you prepared to respond?

The best-case scenario is that a gatekeeper likes your pitch so much they choose to pursue it. When that happens, you or your fellow participants should be ready to respond promptly and credibly. If you're representing a group, identify your best public spokesperson ahead of time and make them available for interviews.

It's not over when your story is published.

Once your story is out there, keep monitoring developments, and keep the publications that ran it up to date. For example, if you were advocating for a piece of legislation or change in street design, when it happens, contact the reporter who covered it and include a statement or quote for any follow-up coverage.

