Media Guide

Pitching to the Media

**How to Pitch to the Media**

Pitching to the media is the best way to help not only share, “Play Unified. Learn Unified” – but tell the story of the impact of Unified programming in your Program.

1. **Finding the right publication**

You will want to focus on local publications and news outlets. You will want to aim for mainstream/general news publication stories – or even publications covering education or sports.

1. **Finding the right person**

Look for an editor or reporter who covers education, sports, or a “general assignment reporter.” To find this person, you can go to the publication’s website and look at the staff page. If they do not have contact information, call the media outlet’s main phone line and ask for it by saying that you have a story that you think they will be interested in covering.

1. **Create your pitch**

We have created a pitch template for you to utilize. You will want to make sure to gather all of the essential information – and add your own story to the pitch.

1. **Send in the pitch**

You will want to send in your pitch during the morning hours. The ideal time to send is between 9:00-10:00AM. You can do this by phone or e-mail.

1. **Follow Up**

If you do not hear back, do not fret! Follow up with the reporter or editor after 24 hours. We have created a template script to gather ideas for the conversation.

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Media Pitch Template

NAME,  
I hope this finds you well. I am reaching out to you to inform you of a EVENT that is being held in AREA on DATE. [Special Olympics](http://www.specialolympics.org) has teamed up with the [Stavros Niarchos Foundation](http://www.snf.org) to forge stronger youth engagement and transform educational systems through inclusion in PROGRAM NAME.

PROGRAM NAME will join thousands of other schools and communities from across the globe in support of inclusion on the field and in academic settings. Our event will display [EVENT DETAIL]. [INSERT QUOTE FROM SO STAFF MEMBER, OR OTHER LEADER]

As an influential media presence for LOCATION, we wanted to inform and invite you to attend this event and see for yourself the transformative effects. You will also have the opportunity to meet [NOTABLE TEAM MEMBERS/NOTABLE SPEAKERS] and hear their powerful stories. We invite you to use your platform to give a voice to this group and to make LOCATION a more inclusive place to live.

If you have any questions or would like to be put in touch with a leader from Special Olympics PROGRAM NAME for a phone or video interview, please contact me any time and I will arrange it at your convenience.

Please also find attached media guide with more information about Special Olympics and our “Play Unified. Learn Unified” programming.

Thank you for your time and consideration.

NAME

EMAIL

PHONE

TITLE/ROLE

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Pitch Follow-Up Script

“Good MORNING/AFTERNOON, this is [NAME] with [SPECIAL OLYMPICS PROGRAM], I was wondering if you had received the email I had sent to you yesterday regarding the event we are hosting on DATE?”

**Response 1**: NO, I HAVE NOT SEEN IT: “No problem, our event is occurring [TIME/DATE] at [LOCATION] and will be [SHORT DESCRIPTION]. Is this something that you would be interested in covering? If not, is there someone on your team I can speak with that may be interested?”

**Response 2**: YES, I HAVE SEEN IT: “Awesome! Are you interested in attending our event?”

IF they are interested in the event but for some reason cannot attend, ask:

* “Is there someone else at your publication that may be interested/available to cover it?”
* “Would you be interested in a quick interview with a movement leader?”
* “Would you like us to send you some video/picture highlights?”