Tell Me A Story
How to Pitch Your Club’s Good Works to the Media
Tell me a story: How to pitch your club’s good works to the media

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Important information about this webinar

This webinar is being recorded; the recording and PowerPoint will be available afterward.

Your microphone has been muted and will remain so for the duration of this webinar.

Have a question? Submit it using the “Questions” tab located in the sidebar.
Agenda

- Determine if your story is of value to the media
- Discoverer what people really want
- Discuss Dos and Don’ts when pitching the media
- Questions and answers
Newsworthy
Traits of Newsworthy Stories

- New
- Timely
- Inspirational
- Entertaining
- Local
- Significant
POP Quiz

Scenario: My club added 25 new members last month.
Would that be newsworthy?
What People Want
When developing your press release, always remember to ask yourself why is this information important and why should readers/viewers care about this information?

Step 1: Share your important news
Step 2: Tell your audience why this news is important to them
Step 3: Show your audience what they can do with this information
Call to Action

Step 3: Show your audience what they can do with this information

This final step may also be referred to as a call to action. Sample call to action steps could be:

• Register for an event
• Join your club
• Donate to a cause
• Participate in a service project
• Visit your social media or web page
Dos and Don’ts for Pitching Media
Dos and Don’ts

DO: Personalize your pitch

DON’T: Spell the reporter’s name wrong

DO: Research what types of stories a reporter covers
Dos and Don’ts

DO:
- Grab a reporter’s attention.

DON’T:
- Neglect to tell reporters why your news is important

DO:
- Get to the point
**Dos and Don’ts**

**DO:**
- Respect deadlines

**DON’T:**
- Harass reporters

**DO:**
- Follow-up when reporters aren’t on deadline
Summary

- Newsworthy stories are new, timely, inspirational, entertaining, local, significant, or a combination of these traits.
- When developing your release, tell your audience what is important, why this is important to them and what they can do with this important information.
- Follow the dos and don’ts of media pitching to establish positive relationships with reporters and promote your club’s good works.
Next Steps

- Download the Lions Serve Safely media release template on LCI Resource Center

- Visit the Virtual Events Center to watch a recording of this webinar

- Contact me at Shauna.Schuda@lionsclubs.org

- Start promoting your club's good works today!