



**CHAMPION  
PROVIDER**  
FELLOWSHIP

*A Powerful Approach to Healthier Communities*

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# **EXCITING THE MEDIA TO COVER YOUR ISSUE**



# A Reporter's Challenges



# What the Media Cares About

## NEWS:

- Timely
- Local
- Significant
- Trendsetting
- Ironic
- Controversial
- Celebrity



# Knowing Who to Pitch?

- **Know your media**
- **Be a news consumer**
- **Target who you pitch**
- **Respond to news articles**
- **Research the reporter**



# Grab Attention

- **Introduce yourself**
- **Brevity counts**
- **Hit their needs**
- **Be compelling**
- **Offer visuals**
- **Leave them wanting more**



# Sample Pitch

Good morning. Do you have a minute?

I want to let you know about a San Diego program that's leading the nation. As of today, all patients at XX clinic will be screened for hunger and referred to resources if they are food insecure. This change is because of one passionate pediatrician who was shocked to find out that one third of her patients don't have enough food to eat.

Would you like to meet that physician?

# Plan Your Pitch

Hello. I have an important story to tell you about if you have a minute.

It's ironic that on Thanksgiving, as people sit down at tables laden with food, thousands of the people who grow that food don't have enough to eat, according to a new study soon to be released.

# Another Example

As a physician I loved the story you wrote about the Fresno County park system.

I wanted to let you know about a new Fresno initiative that's being copied throughout California. Doctors are now giving park prescriptions to patients to encourage them to get more physical activity. And many of us are taking our patients to the park to introduce them to this amazing resource.

# Now It's Your Turn!!

**Create a pitch  
and let's  
practice!**





# For More Information

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