

CHAMPION PROVIDER FELLOWSHIP

A Powerful Approach to Healthier Communities

Media Pitching Planning Sheet

All media pitches need to be targeted to a particular editor or reporter and meet their needs: timely, local, significant, trendsetting, ironic, controversial, celebrity.

Name and outlet of reporter: _____

Briefly introduce yourself and why you are calling:

Make your pitch in one to two sentences:

What are the opportunities for photographs or video?



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