

The Karleen Leveille Entrepreneurship Center - Pitching Yourself to Television Worksheet and Checklist

Producers and Reporters love great stories. For your service or product to gain coverage and attention, you should always craft a perfect pitch. The below exercise and checklist will help you do just that!

Tips:

1. All pitches should be short and sweet! Reporters and Producers receive hundreds of emails a day. So, a succinct email pitch will get read instead of a long email. Keep to one paragraph and or use bullet points.
2. Keep it interesting & use a catchy subject line! An email with a catchy subject line will get a click. It also shows the producer that you could be interesting.
3. Make sure your pitch include:
 - a. Why it is important to that station's audience?
 - i. Producers and Reporters are charged with discovering local stories or offering stories that can help their viewers. Therefore, make sure the story is relevant to their audience. For example: If a station has a large demographic of elderly people, then stories with tips for Medicare or retirement would make great segments. However, a segment on expensive vacation homes may not.
 - b. Any statistical success from your product or service to prove efficacy. (*This may not apply to every pitch)
 - c. A person who can speak to your product's / service's purpose and how it helped them.
 - i. Unless the show is national, producers want local people to share their experience. Therefore, if you offer a national product or service, a Boston Newscast's producer will want to hear from a Boston local instead of a California local.
4. Include all your calling cards: Include links to all social media handles and websites. If the producer or reporter likes you – they will click on them for research. Even in the digital age, Producers and Reporters love phone numbers, so include that in your signature too.

For the Experts:

1. Always have at least 2-4 segment ideas that the producer can choose from.
2. If you are not pitching segments, always highlight the topics you can speak too?
3. Make sure that the whatever you pitch is aspirational but attainable for the viewer.
4. If you have a BIO to include, make sure to keep it short.

Be Prepared:

1. If you are brought on to do a story, always have photos and videos that you can immediately share with the producer to include. A rule of thumb is to keep an updated Google Doc folder that can be shared with a Producer.
2. Always be on time and always give extra time. Producers and Reporters can have a busy unplanned days due to breaking news or other immediate stories, so to prevent an interruption in your schedule, get there early, and plan to be their late just in case.

Checklist:

1. Is your pitch one paragraph?
 - a. Did you include why its relevant to their audience?
 - b. Did you highlight any impressive statistics? (This may not be relevant for all)
 - c. Did you find a local person who also speak to your product or service?
2. Does your pitch have a catchy subject line?
3. Did you include all your social media handles and phone numbers?
4. Do you have photos and video that they can get from an email or Google Doc Folder?
5. Expert: Did you include 2 – 4 segments?

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