



Lindsay Veremis

An Emmy-nominated news anchor turned lifestyle blogger, Lindsay has 10+ years of journalism experience and holds a master's degree in strategic communication.

The Ultimate Guide To *Pitching The Media*

When pitching your brand, blog or business to the media,
you must always consider the golden rule...

what makes this newsworthy?

Reporters are busy. Be concise and clearly articulate why your idea will add value for their unique audience. Don't waste their time by pitching a non-story. News is never the place for a marketing pitch. Consequently, as you frame your idea, always think about news values:

- timeliness** (Why are we talking about this now? Does it speak to a current concern?)
- proximity** (Is this happening close to home? How does your pitch fit that particular news market?)
- impact** (Does this strongly affect news viewers? How can you articulate the influence?)
- prominence** (Why does your voice matter? What makes you a powerful source?)
- relevance** (How will this be personally interesting to news readers, viewers?)
- oddity** (Why is this out of the ordinary, interesting?)
- conflict** (Are there different parties clashing on this topic? A dispute of opinions, data?)

Journalists say...

Rachel Manek | Good Day Wisconsin - WLUC-TV

Do I even open the email? If it's from someone I've worked with before, yes. But if not, the subject line has to grab me. And it has to be LOCAL. We are looking for something unique, new or newsworthy. I receive a lot of pitches about national *** month, here's a local expert to talk about ***. But the pitch would be so much better with current information. For instance, *fewer people are dying from *** because of increased cardiovascular health. That's why an area fitness blogger is launching a push to get local women to boost their activity at home. She would love to share some unexpected workouts with your audience using things they can find in their kitchen.* If I receive a pitch and ignore it, it's really effective if that person sends me a direct email (not a resend of the release) as a follow up a couple of days later. Then I know they want to connect with Good Day Wisconsin specifically and are not just sending the pitch randomly.



ANCHORED *in* ELEGANCE

Examples + Why They Work



Subject: March Madness Segment - “First Lady” of Purdue Athletics, Boilermakers share tips on taking fan fashion beyond game day

Hi Katie,

Is WISH-TV looking for a compelling segment that connects to March Madness, but also plays well with that all important female demographic? **I recently teamed up with the “First Lady” of Purdue athletics** (Athletic Director Mike Bobinski’s partner Jeanne Boyd) plus two other women closely connected to Boilermaker sports to provide Hoosiers a bit of fashion inspiration for those times when you want to “Hail Purdue” outside game day. **However, the tips we share in this post extend to any favored Alma mater. (IU included).**

<https://anchoredinelegance.com/purdue-style-taking-boiler-pride-beyond-game-day>

As a Purdue employee, one of the university’s assistant cheerleading coaches, and a lifestyle blogger, I hear people talking about their desire to support the Boilermakers with their wardrobe **a lot!** On game day, it’s simple. **But they’re looking for a more sophisticated way to Boiler Up** (e.g. business dinners, date night, banquet affairs). As we head into major sporting events, like March Madness, that urge intensifies. Since the women featured in this article live and breathe Purdue sports---and need to dress for a wide-range of black/gold functions---they are a font of knowledge. Together, we came up with a short article and lookbook, showcasing creative, affordable ways to bring Boilermaker into your business attire.

While Purdue may not make the big dance, the general advice we cover extends to ANY school. **This would be a great morning conversation starter and could perform really well on social media.** We could do it as a simple chat covered with broll (I have some in the can that I can send to you), or we could opt for a more interactive segment with models. I could line up members of the Purdue cheer team to serve that role. Additionally, I can send over suggested scripting you can tweak to fit your needs.

About the blog: Anchoredinelegance.com aims to boost confidence through style, helping women inject a touch of affordable elegance into their daily lives. It covers fashion, decor, a touch of travel, and career tips gleaned from a decade in front of the camera.

Eager to hear your thoughts,
Lindsay Veremis | phone | email | web link



Examples + Why They Work

Clear, compelling subject. Introduces LOCAL connection + timely angle (March Madness)

Personalized to specific outlet, uses assignment editor's name, clearly explains viewer benefit

Subject: March Madness Segment - "First Lady" of Purdue Athletics, Boilermakers share tips on taking fan fashion beyond game day

Addresses PROMINENCE by explaining connection to Purdue Athletics

Hi Katie,

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Quick link to proof point, allows you to demonstrate quality content.

<https://anchoredinelegance.com/purdue-style-taking-boiler-pride-beyond-game-day>

Shows proximity & relevance of this topic to Indiana residents. It intentionally broadens the scope to include ALL Indiana colleges. *You want to demonstrate local ties, but not in a limiting way.*

As a Purdue employee, one of the university's assistant cheerleading coaches, and a lifestyle blogger, I hear people talking about their desire to support the Boilermakers with their wardrobe **a lot!** On game day, it's simple. **But they're looking for a more sophisticated way to Boiler Up** (e.g. business dinners, date night, banquet affairs). As we head into major sporting events, like March Madness, that urge intensifies. Since the women featured in this article live and breathe Purdue sports---and need to dress for a wide-range of black/gold functions---they are a font of knowlege. Together, we came up with a short cookbook, showcasing creative, affordable ways to bring Boilermaker into your game day attire.

Offers specifics about the visuals you can offer for the segment. Remember, TV is a highly visual medium. You don't want to just sit & talk. You need to illustrate your points in a compelling manner.

While we may not make the big dance, the general advice we cover extends to ANY format. **It would be a great morning conversation starter and could perform really well on social media.** We could do it as a simple chat covered with broll (I have some in the can that I can send to you), or we could opt for a more interactive segment with models. I could line up members of the Purdue cheer team to serve that role. Additionally, I can send over suggested scripting you can tweak to fit your needs.

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Provide quick bio or blog description. Then, wrap up being sure you include complete contact information.

Eager to hear your thoughts,
Lindsay Veremis | phone | email | web link



The Short, Sweet, Seasonal Pitch

Subject: World Breastfeeding Week - Local Mom Blogger/Lactation Consultant Shares 5 Breastfeeding Resources New Moms MUST Discover

Hi Shannon,

Most people know breastfeeding is one of the best ways to help a baby thrive, but did you know a mother's milk also appears to have beneficial effects when her child reaches adulthood? Last month, University of Toronto research found if people genetically at risk of becoming obese are exclusively breastfed as a baby it can help ward off weight gain when they're young.

However, the World Health Organization says nearly two out of three infants are not exclusively breastfed for the recommended six months. Let's help local moms change that stat!

I'm reaching out because Aug. 1-7 is World Breast Feeding Week. I am a certified lactation consultant and run the Indianapolis motherhood blog (insert name/link). Consequently, I am an advocate for breastfeeding moms and regularly write about the struggles they face.

I would love to talk to your audience about **FIVE incredible breastfeeding resources many new moms overlook**. These support systems can be life- changing!

Eager to hear your thoughts,
Katie Smith | phone | email | web link



The Short, Sweet, Seasonal Pitch

Subject is clear and punchy. Creates curiosity, leaves reader wondering what these must-have resources are..

Shows **TIMELINESS** by connecting to breastfeeding week. Mentions **LOCAL** link.

Subject: World Breastfeeding Week - Local Mom Blogger/Lactation Consultant Available To Share 5 Breastfeeding Resources New Moms NEED To Discover

Hi Rachel,

References **ACTUAL** news, new research, to explain **WHY** this appearance will help viewers.

Most people know breastfeeding is one of the best ways to help a baby thrive, but did you know a mother's milk also appears to have beneficial effects when her child reaches adulthood? Last month, University of Toronto research found if people genetically at risk of becoming obese are exclusively breastfed as a baby it can help ward off weight gain when they're young.

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Pitch is brief, but offers enough detail to justify coverage. Journalists prefer pitches that are a few paragraphs long, not a full page or pages.





Quick Tips From a Pitching Pro

Lindsay Myers

getlostwithlindsay.com

Myers is a Los Angeles-based budget travel and lifestyle expert whose unique approach proves you don't have to pay top dollar to experience all that life has to offer... All you need is a mix of creativity and a thirst for adventure! Myers' sparkling personality, fresh fashion know-how, knack for balling on a budget, and pitching panache have made her a regular feature on Access Hollywood. She served as celebrity stylist Brad Goreski's travel sidekick on Bravo's "Brad, Brad

World" and completed a solo travel series on KateSpade.com. More than 50,000 fans look to Myers for hot tips on living luxe without breaking the bank and her empowering message that when you embrace your own beautiful, powerful voice, "then you truly succeed."

10 Secrets for Landing Coverage

1. Relevance

The number one thing I do is make sure my pitch is relevant to what is happening in the world right then.

2. Take away

What's in it for the audience? When I am writing my pitches, I always ask myself what is the take away for viewers.

3. Contacts

Find the right people. You can find emails for producers online. If you email to a general contact it usually goes unread and gets lost. Try to go straight to the source.

4. Visuals

Always have visuals in your mind. Producers love videos or images that you can reference when you are talking. Visuals make any segment pitch more appealing.

5. Angle

What is your angle with your pitch? You need to have a clear and concise understanding of your message and sources.

6. Your voice

You have to be unique in your voice. Your personality should be visible in your pitches because you want to stand out from the rest.

7. Sizzle reel

If you have clips from shows that you have been on, make a reel so the producers can see how you are on TV.

8. Persistence

Even if you never hear from a certain producer or show, continue emailing and showcasing yourself over time.

9. Don't SPAM

Do not flood producers either. You should let email pitches breathe with producers. No one wants to receive emails from you everyday.

10. TV presence

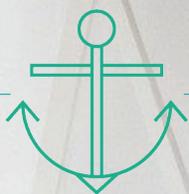
Last and most importantly, have that TV personality, know your strengths, and the best compliment is being asked back on their show.

Helpful Resources

HARO (Help A Reporter Out) - helpareporter.com connects journalists with relevant sources and experts. It distributes more than 50,000 journalist queries from highly respected media outlets each day. You can subscribe to daily email listings featuring a plethora of pitching opportunities for all niches.

Writer's Market 2020 - This comprehensive guide to getting published includes listings for book publishers, consumer and trade magazines, contests, and literary agents. It will walk you through the thousands of opportunities for writers and content creators.

Twitter/LinkedIn - Not only are these social media sites a great place to begin connecting with reporters to build a rapport, but they are also great places to search for angles. Twitter's trending topics can quickly give you a read on what the nation is talking about.



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