



KSB
Promotions
Visibility Specialists

Ten precepts for pitching the media

1. Never be boring! Never!! If you're boring, you're dead.
2. Know your subject thoroughly and be honest about your subject. Give it an honest reality check before you start pitching it. Answer the questions "who cares" and "why?"
3. One size does not fit all. You should not use the same pitch to all media.
4. Research. Know the media you're contacting. Read their paper/magazine, watch the show, listen to the program, or examine their web site.
5. Be succinct. Know the main points of your pitch and make sure you cover them.
6. Don't just take "yes" for an answer. Follow up and follow through on whatever interest they may express.
7. Always, always, always maintain your composure.
8. Think ahead. Anticipate where their questions may be leading.
9. Be persistent, but move on when you're convinced you're getting nowhere.
10. Remember, you can do this. Publicity isn't brain surgery. Don't take yourself too seriously (like some authors and publicists do), be flexible and have fun.