



Tell Me A Story

How to Pitch Your Club's Good Works to the Media

Tell me a
story: How to
pitch your
club's good
works to the
media



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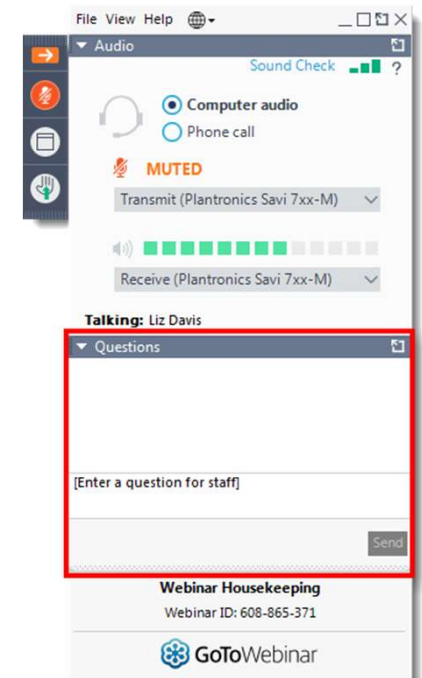
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Important information about this webinar

This webinar is being recorded; the recording and PowerPoint will be available afterward.

Your microphone has been **muted** and will remain so for the duration of this webinar.

Have a question? Submit it using the “Questions” tab located in the sidebar.



Agenda



- ▶ Determine if your story is of value to the media
- ▶ Discoverer what people really want
- ▶ Discuss Dos and Don'ts when pitching the media
- ▶ Questions and answers

Newsworthy



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Newsworthy

Traits of Newsworthy Stories

- New
- Timely
- Inspirational
- Entertaining
- Local
- Significant



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POP Quiz

Scenario: My club added 25 new members last month.
Would that be newsworthy?



POP Quiz

Yes!



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What People Want



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Press Releases Are As Easy as 1,2,3

When developing your press release, always remember to ask yourself why is this information important and why should readers/viewers care about this information?

Step 1: Share your important news

Step 2: Tell your audience why this news is important to them

Step 3: Show your audience what they can do with this information



Call to Action

Step 3: Show your audience what they can do with this information

This final step may also be referred to as a call to action. Sample call to action steps could be:

- Register for an event
- Join your club
- Donate to a cause
- Participate in a service project
- Visit your social media or web page





Dos and Don'ts for Pitching Media



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Dos and Don'ts

DO:
Personalize
your pitch

DON'T:
Spell the
reporter's name
wrong

DO:
Research what
types of stories
a reporter
covers

Dos and Don'ts

DO:

Grab a reporter's attention.

DON'T:

Neglect to tell reporters why your news is important

DO:

Get to the point

Dos and Don'ts

DO:

Respect
deadlines

DON'T:

Harass
reporters

DO:

Follow-up when
reporters aren't
on deadline

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Summary

- Newsworthy stories are new, timely, inspirational, entertaining, local, significant, or a combination of these traits.
- When developing your release, tell your audience what is important, why this is important to them and what they can do with this important information.
- Follow the dos and don'ts of media pitching to establish positive relationships with reporters and promote your club's good works.



Next Steps



- ▶ Download the Lions Serve Safely media release template on LCI Resource Center
- ▶ Visit the Virtual Events Center to watch a recording of this webinar
- ▶ Contact me at Shauna.Schuda@lionsclubs.org
- ▶ Start promoting your club's good works today!



Thank You

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