

PR Pitch Development Worksheet

This tool is designed to help you craft your client's story into a compelling pitch that will appeal to your targeted audience and generate media interest. Whether you're offering a source to add context to breaking news or highlighting an emerging trend, start with an idea that's timely, informational and interesting, and focus on the key elements that your perspective brings to the story.



Summarize your idea in one phrase.

Who is affected?	What is changing?	When is it happening?	Where is the impact?	Why should we care?



Who is the source for your pitch?



What is his or her unique perspective?

What are the key points your source can contribute to the story?

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FRAMING THE PITCH

<p>Time frame What is the time peg for this story? Is there a deadline approaching?</p>	<p>Source or byline Are you pitching a source for an interview or seeking a bylined article opportunity?</p>	<p>Clients and targets Who else could we offer as a source? Are there business development opportunities for the source?</p>	<p>How to connect Should the reporter work through Poston to set up an interview or coordinate with the source directly?</p>
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