



WEEKWITHOUTDRIVING

weekwithoutdriving.org

Prepare a Media Pitch

1. Crating the Email Pitch

a. Subject

- Keep it concise and engaging. Example: “Highlighting Local Transit Issues: Exclusive Coverage Opportunity”

b. Opening Paragraph

- **Hook:** Start with a compelling hook that outlines the story's relevance.
- **Summary:** Briefly summarize the main point of the story and why it's important.

c. Story Details

- **What:** Clearly describe Week Without Driving and the event you are hosting or the engagement of your work and what you are trying to accomplish.
- **When:** Provide the date and time of what you want them to cover.
- **Where:** Detail the location with specific directions, if necessary.
- **Why:** Explain the significance of the story for the audience or community.
- **Who:** Identify key individuals involved, you can include spokespeople, experts, or affected community members.

d. Visuals and Scene Description

- **Scene Setup:** Describe what the scene will look like, including location, any notable visuals (e.g., people, landmarks, activities) or description of activities.
- **Activity:** Describe what will be happening during their coverage.
- **Camera Directions:** Suggest specific shots or angles that would enhance the story. You can also highlight specific moments that are crucial for the story. Example: “Focus on the interaction between community members and transit officials at the event” or “Focus on the cars traveling along this corridor at sunset.”

e. Prepared Script

- **Key Quotes:** Provide impactful quotes or soundbites that journalists can use.
- **Talking Points:** Offer a brief list of key points to cover, ensuring consistency in messaging. Here is where the [Talking Points resource](#) can come in handy. Include a summary of the main message.

2. Follow-Up

- Follow up with a call, preferably, or email to confirm they received the pitch and offer to answer any questions.
- Make key spokespersons available for interviews to add depth to the coverage.



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3. Additional Information

- a. Include your Press Release (if you need guidance, please refer to the [template](#) and [example](#)). You can also send related information, such as photos, video content, other news articles or related documents.
- b. Send out daily reminders, starting three days before the event or the story you want them to cover, with updated information on attendance of individuals involved, key quotes, etc.
- c. Include a point of contact for additional information or interview requests.