



WEEKWITHOUTDRIVING

weekwithoutdriving.org

Prepare a Media Pitch

1. Creating 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, the event you are hosting, 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

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

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.