

## Checklist for Submitting a Media Pitch to a Reporter

1. **Identify the Right Journalist:**
  - Research the journalist to ensure your story aligns with their interests and beat.
  - Verify that they cover topics related to your pitch.
  
2. **Craft a Personalized Pitch:**
  - Tailor the pitch specifically for the journalist, explaining why the story is suitable for them and their audience.
  - Highlight any unique angles or exclusive information that makes the pitch compelling.
  
3. **Optimal Timing:**
  - Avoid Mondays and Fridays as these days are typically busy or have low engagement.
  - Aim for mid-week submissions (Tuesday to Thursday) for higher chances of being noticed.
  - Consider the journalist's work schedule and publication deadlines. Early mornings, around 8-9 AM, are often good times as journalists check their emails at the start of their workday.
  - Avoid sending pitches during major holidays or immediately before or after them.
  
4. **Subject Line:**
  - Create a clear and concise subject line that grabs attention.
  - Make sure it hints at the story's uniqueness and relevance.
  
5. **Email Body:**
  - Start with a brief introduction of yourself and your connection to the story.
  - Summarize the story idea in the first few lines.
  - Explain why this story matters and how it aligns with the journalist's past work and audience interests.
  - Include any supporting materials (press releases, images, links) as attachments or links rather than within the email body to keep it concise.
  
6. **Follow-Up:**
  - Allow a reasonable time for response (about a week).
  - Send a polite follow-up email if there's no response, reiterating the pitch briefly and offering additional information.

### ### Best Time Summary

- **Days:** Tuesday to Thursday
- **Time:** Early morning (8-9 AM)
- **Avoid:** Mondays, Fridays, holidays, and immediately before/after holidays.