



## Journalist's Value Matrix Template

### Basic Information

- Journalist Name:
- Media Outlet:
- Contact Information:
- Social Media Profiles:

### Journalist Details

- Areas of Interest:
  - Specific topics they frequently cover.
- Recent Articles:
  - Links to recent work and summary of content.
- Preferred Contact Method:
  - Email, phone, social media, etc.
- Response to Past Pitches:
  - Notes on how they have responded to previous communications.

### Pitch Alignment

- Alignment with Current Trends:
  - How does your pitch align with current news trends or their recent articles?
- Unique Angle for Pitch:
  - What unique perspective or value does your pitch offer to this journalist?
- Previous Successful Pitches:
  - Examples of past pitches that have successfully caught this journalist's interest.

### Value Proposition

- Benefits to Journalist's Audience:
  - Clearly define what their audience gains from your story.
- Exclusive Insights or Data Offered:
  - Highlight exclusive content or insights that make your story stand out.
- Visual and Multimedia Resources Available:

# La<sup>^</sup>phills

- Detail any high-quality images, videos, or graphics that can accompany your story.

## **Follow-Up Strategy**

- Initial Follow-Up:
  - Schedule and method for the first follow-up after sending the pitch.
- Long-Term Engagement:
  - Plan for maintaining a relationship beyond the immediate pitch, such as commenting on their articles, sharing their content, etc.

## **Instructions for Use**

- Regular Updates: Keep this matrix updated with new information and responses from journalists to refine future pitches.
- Pre-Pitch Checklist: Before pitching, review the journalist's recent articles and any notes on past interactions to tailor your approach.
- Post-Pitch Reflection: After sending a pitch, note the outcome and any feedback received to improve the matrix and future pitches.