

Checklist: How to Get Your Story Covered by News Outlets

1. Identify Your Story

- Ensure your story is newsworthy and timely.
- Highlight the unique angle or hook that makes your story interesting.

2. Understand Your Audience

- Define the target audience for your story.
- Tailor your story to the interests and needs of this audience.

3. Research News Outlets

- Identify relevant news outlets that cover similar stories.
- Research the specific reporters or editors who cover your topic.

4. Develop a Compelling Press Release

- Write a clear, concise, and engaging press release.
- Include a strong headline, a compelling lead, and all essential details.
- Ensure your press release follows standard formatting and includes contact information.

5. Prepare a Media Kit

- Assemble a media kit with additional materials (e.g., background information, images, videos, and quotes).
- Make sure the media kit is easily accessible and well-organized.

6. Craft a Personalized Pitch

- Write personalized emails to each reporter or editor.
- Mention why your story is relevant to their audience and how it fits with their recent work.
- Keep your pitch concise and to the point.

7. Leverage Existing Relationships

- If you have existing relationships with journalists or editors, reach out to them first.
- Use any connections you have within the industry to get introductions.

8. Use Social Media

- Follow and engage with reporters and news outlets on social media.
- Share your story and tag relevant journalists to attract their attention.

9. Be Available for Interviews

- Make yourself available for interviews and provide quick responses to media inquiries.
- Prepare talking points and rehearse answers to potential questions.

10. Follow Up

- Send a polite follow-up email if you don't hear back within a week.
- Provide any additional information or materials they might need.

11. Offer Exclusive Content

- Consider offering an exclusive to one outlet to increase the chances of coverage.
- Highlight the exclusivity in your pitch.

12. Leverage Newsworthy Events

- Tie your story to current events or trends to increase its newsworthiness.
- Highlight how your story provides fresh insight or solutions related to these events.

13. Provide High-Quality Visuals

- Include high-resolution images and videos that can be used by the media.
- Ensure visuals are relevant and add value to your story.

14. Track Your Outreach

- Keep a record of which outlets and reporters you've contacted.
- Note their responses and any coverage received.

15. Thank the Reporters

- Send thank-you notes to reporters who cover your story.
- Maintain a positive relationship for future opportunities.

16. Evaluate and Adjust Your Approach

- Assess which strategies were most effective in securing coverage.
- Refine your approach based on feedback and results.

By following this checklist, you can increase the likelihood of getting your story covered by news outlets and effectively reach your target audience.