

Media Pitch Template

Subject Line:

[Your Attention-Grabbing Subject Line Here]

Introduction:

Hi [Journalist's Name],

My name is [Your Name], and I am [Your Position] at [Your Company/Organization]. I have been following your work on [specific topic or recent article] and thought you might be interested in a story about [briefly mention your story].

Main Story:

I wanted to reach out to you regarding [Your Main Story/News]. [Briefly describe the main points of your story, highlighting its significance and key details]. This story covers [mention the key aspects, such as a new product launch, an innovative service, a significant event, etc.].

Relevance:

This story is particularly relevant to your readers because [explain why the story is important and interesting to the journalist's audience]. Given your recent coverage of [mention a related topic or article the journalist has written], I believe this story would be a great fit for [Journalist's Publication/Section].

Supporting Information:

To support this story, I have included [mention any supporting information such as statistics, quotes, images, or links to additional resources]. Here are a few key points:

- [Supporting Point 1]
- [Supporting Point 2]
- [Supporting Point 3]

If you need more details, I would be happy to provide further information or arrange an interview with [relevant person/expert].

Contact Details:

Thank you for considering this story. I look forward to the possibility of working with you. Please feel free to contact me at [Your Email Address] or [Your Phone Number]. You can also reach me on [Your Social Media Handles, if applicable].

Best regards,

[Your Full Name]

[Your Position]

[Your Company/Organization]
[Your Email Address]
[Your Phone Number]
[Your Social Media Handles]

This fill-in-the-blank template provides a clear and structured format for crafting compelling media pitches, ensuring all essential elements are included to capture the journalist's attention and convey the story effectively.

Media Pitch Example

Subject Line:

Revolutionary Eco-Friendly Tech Startup Redefines Sustainable Living

Introduction:

Hi Sarah,

My name is John Doe, and I am the PR Manager at GreenTech Innovations. I have been following your work on environmental technology and recently read your article on "Innovative Solutions for a Greener Future." I thought you might be interested in a story about our latest project.

Main Story:

I wanted to reach out to you regarding GreenTech Innovations' groundbreaking new product, the EcoHome Hub. This state-of-the-art technology integrates renewable energy sources, smart home automation, and sustainable materials to create an entirely self-sufficient home. The EcoHome Hub not only reduces carbon footprints but also lowers energy bills by up to 50%.

Relevance:

This story is particularly relevant to your readers because it addresses the growing demand for sustainable living solutions. Given your recent coverage of innovative green technologies, I believe this story would be a great fit for your column in the Tech and Environment section of the Daily Herald. Our product aligns with your focus on practical and impactful eco-friendly innovations.

Supporting Information:

To support this story, I have included some key information:

- Energy Efficiency: The EcoHome Hub utilizes solar panels and wind turbines to generate renewable energy, ensuring minimal reliance on external power sources.
- Smart Automation: Advanced AI systems manage energy usage, optimizing efficiency based on real-time data and user preferences.
- Sustainable Materials: Constructed using recycled and biodegradable materials, the EcoHome Hub promotes environmental conservation.



Additionally, I have attached high-resolution images of the EcoHome Hub and a detailed press release. If you need more details, I would be happy to provide further information or arrange an interview with our CEO, Jane Smith, who can share deeper insights into our innovative approach.

Contact Details:

Thank you for considering this story. I look forward to the possibility of working with you. Please feel free to contact me at john.doe@greentechinnovations.com or (555) 123-4567. You can also reach me on Twitter at [@JohnDoe_PR](https://twitter.com/JohnDoe_PR).

Best regards,

John Doe
PR Manager
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This example demonstrates how to fill in the template with specific information, creating a clear, engaging, and relevant media pitch.