

Pitching Publicity

Know the Deadlines

The Newspaper is governed by time. Decide when you want to publicize your 4-H adventures and get the news to them in a timely manner.

Generally write, don't call

Reporters are constantly working to meet deadlines. They are usually busiest in the morning and late afternoon. Trying to explain a story to a reporter over the phone can distort your message.

Direct the release to a specific person or editor

Newspapers are divided into departments. For example there is the business department or the sports department. A news release directed to a certain person has a greater chance of being read than a release that is simply addressed "to the editor". If you want to be featured in the Education page, contact the Education page editor. If you can, determine the way the reporter wants to be contacted. Some reporters prefer e-mail others may like faxes. In your letter offer several ways of giving them information.

Tips for a great interview

Do your homework! Ask yourself all the possible questions that you think they may ask you. For instance:

What was your favorite part of California Focus?

What did you learn?

What are your plans for the future?

Do you plan on going next year?

Anticipate what you want to be in the article, and practice saying it. With all that homework and preparation you will be great. If you have confidence in yourself they will have confidence in you too.

When you Answer questions:

Don't ramble. Try to be brief, concise, and throw in a little wit.

If more information is needed provide it quickly!

Photos

-Photos should be taken in live environments.

-The photo should focus clearly on what you want to emphasize. Avoid busy backgrounds.

-Don't be afraid to use creative angles.

-Try to incorporate a 4-H clover in the photo.