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# Step-by-step guide for getting started with media appearances



1. **Research journalists and producers** who write/speak about the topic of your message (focus on local and regional to begin with)
2. **Look up recent news stories** that are similar to the story you want to pitch or that deal with a similar topic that you want to discuss.
3. **Make a list of three to five of these journalists**
4. **Send an email pitch.**
5. **Pitch yourself** using one of these approaches:
  - a. A brand-new story that the journalist has never heard of
  - b. Local “hero” story—someone in the community who did something incredible or unexpected
  - c. Fresh take or different perspective on an ongoing debate or topic of immediate interest
6. **In your email, include the following:**
  - a. Context of the topic/story (why it matters to their readers/viewers)
  - b. Relevant links and research to back up your story
  - c. Your credentials—why are you the right person to speak about this topic?
7. **Follow up with a phone call** after two to three days if you don’t get a response.
8. **Be nice, helpful, and respectful at all times.**
9. **If they reject your pitch, ask them one of these questions:**
  - a. Do you have colleagues or other divisions that cover a story like mine?
  - b. Which topics are relevant to your audience right now?
  - c. What framing would work better for this story?
  - d. When would be a good time to pitch this story again?