



10 TIPS FOR WORKING WITH MEDIA

Presenter: Erica Quinlan
AgriNews



1) E-mail or call us with story ideas.

Be persistent
but not overbearing.

A nightmare pitch

Dear Erica,

The Society of Really Long Names (SRLN) has released a new study that would interest your readers. The Random Statistics Bureau (RSB) partnered with Very Important Research Institution (VIRI) on March 26, 2021, for a project that cost \$6.1 million. The partnership between RSB, VIRI and SRLN is a valuable example of collaboration. [Click here](#) for a press release about the importance of this partnership.

My dream pitch

Dear Erica,

I'd like to share a story about a farmer that has overcome incredible odds. Jill Smith served in the military, where she lost her hearing in an accident. With the help of assistive technology, she is now chasing her dream of raising cattle in southern Indiana. We would love to do an exclusive story with AgriNews about Jill's journey. When you are free, I'd like to put you in contact with Jill. If you are unable to visit in person, we can provide high res photos. We look forward to talking to you soon.

2) Know the newspaper's audience.

3) Make it local and personal.

* Tell us the important facts first. It should be easy for us to figure out why this matters.

4) Hook us up with the right sources.

5) Keep the story idea simple and clear.

6) Remember that we are working on a deadline.

7) If you're being interviewed, keep it simple.

- Take your time to answer.
- Tell the truth.
- Prepare for the interview by writing down some key messages you want to convey.

8) Remember that we are open to unique story formats.

Examples: Q&A's, day in the life stories, photo essays, trivia, quote style stories.

9) Try not to be nervous.

We respect you &
your opinions.

10) Provide photos.

- Send high res images.
- Provide photographer name and captions.
- Action photos are best.