

Quick and Easy Strategies to Get Media Attention
RALLY 2018

Media Pitch Form - Activity #3

Topic:

To: _____

Subject Line:

Email Body:

Attachments included:

Interview Options:

Organization Contact Information:



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Elevator Speech - Activity #1

What is your organization's elevator speech? List five words that you want to convey to the public about your organization.

Make sure to incorporate these words into your elevator speech.

Media Wish List - Activity #2

Who do you want covering your organization's work?

List three media outlets that already cover you:

List three media outlets that you wished covered you:

List three media outlets that you feel are inaccessible, but want their coverage:

Why are they inaccessible?
