**Media outreach pitch note template**

The below pitch note template has also been provided for use when performing outreach and pitching your story to the media via email or for reference when speaking to journalists on the phone. A pitch note is a standard way of sending a summary of a story to outlets and journalists who may be interested so that they may contact you for more information and/or write a piece of content about it if so.

Fill in the details as indicated and add any other information that you think would be relevant.

For tips on contacting the media, see the supporting information material on page 15 of the *Engaging local policy makers* country toolkit.

Should you require any further support, please do not hesitate to contact the Secretariat secretariat@makesensecampaign.eu.

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**Media pitch template**

Subject: \*[Insert concise and engaging headline summary of your activity, material, or event, e.g.] **NEWS** – White Paper on Head and Neck Cancer Launched via [insert country]’s *Make Sense* campaign to Address the Preventable Impact on [XXX,XXX] Patients Each Year\*

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Dear Sir/Madam,

**\*NEWS –** [insert engaging headline summary of your activity, material, event in the context of the head and neck cancer landscape in your country and/or the Awareness Week, e.g.: (this can be longer than the subject line)]**\***

***[Insert topline summary of story in bold and italics (1 paragraph, 2 sentences), including the most vital/engaging information]***

[Insert further 1-2 paragraphs building upon the paragraph above with extra information if needed]

**Key messages and event information:**

* [Insert a list of the key messages you are trying to convey with the story]
* E.g. Key action points from White Paper
* E.g. Launch event/meeting details and notable attendees (members of parliament)

**Relevance of the story:**

* [Insert information about why this story is relevant and important in your market]
* E.g. facts and figures about head and neck cancer in your country

**Interview opportunities:**

* [Insert list of individuals who you may be able to offer interviews or quotes to the journalist related to your story]
* E.g. Head and neck cancer patient (patient experience), Head and neck cancer surgeon (HCP testimonial)

If you would like to discuss this story further, have any questions or require any further information, please do get in touch via [insert phone number] or replying to this email.

We look forward to hearing from you.

Kind regards,

[Insert name]