**Media outreach considerations and pitch note template**

The below supplementary information has been provided for you to use when developing a plan to engage the media and generate coverage of your White Paper launch and/or policy event.

Should you require any further support, please do not hesitate to contact the Secretariat [secretariat@makesensecampaign.eu](mailto:secretariat@makesensecampaign.eu).

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**Media outreach considerations**

When planning how you will engage with the media and pitch your story, you may find the following considerations and steps useful to structure your approach:

1. Creating the story

* Have a clear call to action – what are the main messages you want to convey to your audience? What is the action you want the policy maker to come away with?

1. Spokespeople
   * Being able to offer spokespeople is often crucial for securing media coverage. For instance, you could consider:
     + Having a survivor / patient be available to comment on their experiences can be very impactful
     + Having a doctor comment and specifically tie together
2. Consider the type of media outlets that would be interested in the story, for instance:

* National newspapers
* Specific local magazines or online outlets targeted at policymakers
* Newspapers or outlets that cover the area where parliament is based (e.g. The Brussels Times)

1. Pitching the story

* Do your research and identify a journalist who will be interested in what you have to say – for instance, see if they cover health topics, or have previously written about cancer
* Keep it short – your email should explain clearly what you can offer the outlet
* Proactively offer your spokespeople
* Provide statistics
* Attach any accompanying images that the news outlet could use alongside their story

**How to reach out to media**

Once you have identified which outlets and journalists you intend to pitch your news story to, you will need to contact them.

Often, the easiest way to do this is via email. You should be able to find email addresses for an outlet’s ‘newsdesk’ or specific journalists by doing some basic research on their website. You may also be able to find phone numbers in the same way.

We suggest emailing the outlet or journalist with a pitch note (see page xx of the *Engaging local policy makers* country toolkit for a template and more information), then following up again after a few days by email or phone (if available) to ask whether they would be interested in hearing more about your story.

Many outlets and journalists often appreciate a lead time before the story is intended to be published so that they can plan and prepare content, so you may want to send your pitch note 1/2 weeks before you launch your White Paper and follow up closer to the launch as indicated above.