

# **Tell Your Story:** Developing and Delivering a Media Pitch

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# Session Overview

## Tools and Skills to Conduct Media Outreach

Developing your story

Choosing the outlets

Preparing the pitch

Delivering the pitch

## CHIP Pitch Challenge



# Value of Media Coverage

Conducting media outreach about children's health insurance provides an opportunity to:

- Convey key messages

- Educate the community about an important issue

- Connect more children to coverage

A media pitch is an opportunity

- Media outlet has an opportunity to learn about something their audience needs to know or will find interesting

- Organization has an opportunity to get their message to the intended audience



# Developing Your Story

## Get to the point

What do you want the audience to come away with?

Why is the information you have to share beneficial or interesting to your audience?

## Make it relevant

Are there current issues that tie to what you have to say?

Current events or news

Key dates or anniversaries (e.g., anniversary of CHIPRA, National Children's Health Month, back-to-school)

Does your information effect the local community?

Local family served by CHIP/Medicaid

Changes in eligibility requirements, application processes

Are there local individuals or groups who play a part in your story?

New or innovative strategies being implemented

Local event you are hosting



# Choosing the Media Outlet

## Consider the audience

Who do you want to reach?

What media does your audience read, watch, listen to?

## Do some research

Does the outlet cover the kind of information you have to offer?

Is there a reporter that has covered the topic in the past?

What is being said about CHIP/Medicaid in the outlet?

What have you seen in the news recently that your story could tie to?

## Determine the most appropriate medium

Print

Television

Radio

Online



# Stories Fit for Print

What makes a good print story?

Trend or in-depth stories

Local or national impact on readers

Local anecdotes

Supporting data, facts, third-party sources

Studies, reports and white papers

Exclusives

Event driven

# Getting On-Air

What makes a good TV segment?

Timely, newsworthy or trend stories

Credible, energetic, articulate spokespeople

Strong relevance to viewers

A fully conceived segment idea

B-roll or any visual

What makes a good radio segment

Timely, newsworthy or trend stories

Credible, energetic, articulate spokespeople

Great sound bites

Strong relevance to listening area/audience



# Connecting Online

## Weblogs

- Monitor postings
- Identify key bloggers
- Respond to blog posts
- Conduct proactive blog outreach

## Microblogs

- Share links
- Direct to Web sites (Facebook, etc.)
- Tweeting



# Preparing the Pitch

## The Lead

Grabs the reporter's attention or interest and summarizes key components of the story

## The "Ask"

Explain what you want the reporter to do with the information you have (e.g., write a story, interview your spokesperson, attend an event)

## Supporting details

Provide data to support why this would make a good story and who you have available to tell the story

## Closing

Offer a summary of the ask and ask for direction on how to follow-up with the reporter

## Contact information

Indicate how the reporter can contact you with questions or for additional information



# Delivering the Pitch

Prepare your pitch before you pick up the phone

Respect the reporters time – ask if they are on deadline

Be concise in your delivery

Introduce yourself and the organization you're calling from immediately

Address the most important information up front

Be prepared to speak to a person live and to leave a message if they do not answer

Practice



# Maintaining Media Relationships

Become a resource to the outlet

- Provide substantial information

- Be prepared with useful resources/materials

- Connect them to other sources/spokespeople

- Provide timely responses

Position yourself as expert/authority

- Outlet will look to you first for information on the subject matter

- Stand out from other players in the field

Maintain regular contact

Be responsive to media inquiries



# CHIP Pitch Challenge



# Pitch Challenge

Between February 1<sup>st</sup> and 4<sup>th</sup> identify and contact three media outlets to pitch the CHIPRA anniversary story

- Identify outlets and reporters

- Summarize changes in your state in the past year that you can highlight for a reporter

- Draft your pitch using the key messages provided and supporting detail from the local community

Between February 5<sup>th</sup> and 28<sup>th</sup> identify three additional media outlets you will contact to pitch the 'children's health coverage is available now' story

- Identify outlets and reporters

- Identify a local family (as appropriate) that has benefited from CHIPRA in the previous 12-months to provide color to the story

- Draft your pitch using the key messages provided and supporting detail from the local community

Email your project officer about your experience - we're very interested in how things are going!



# Key Messages

## One-year Anniversary of CHIPRA

One year ago today, President Obama reauthorized the Children's Health Insurance Program (CHIP) and provided more funding for outreach and enrollment efforts in Medicaid and CHIP.

Resources are available for States to reach millions of additional uninsured children, many of whom are currently eligible for CHIP or Medicaid coverage but have not enrolled

More children have health insurance coverage today because of CHIPRA. Forty-seven states now cover children with family incomes at 200 percent FPL or higher as a result of CHIPRA and more than half the States advanced health coverage for low-income populations in 2009.

Medicaid and CHIP serve as a trusted resource for families, especially in these difficult and uncertain economic times.



# Key Messages

## **Health insurance coverage is available for uninsured children *now*.**

Families can immediately seek health insurance coverage for their children through the Children's Health Insurance Program and Medicaid. These popular and successful programs have been expanded to cover children and some adults in many working families, and our organization can help!

Even if turned down in the past, families can apply for coverage today by calling [*insert state number or 1-877-Kids-Now (1-877-543-7669)*] or visit [www.insurekidsnow.gov](http://www.insurekidsnow.gov).

Getting enrolled in CHIP or Medicaid today means children are covered for urgent health care needs, regular check-ups, dental care, immunizations and prescription drugs when they need it.

