



## Media Outreach Talking Points

*Compiled by Brendan Byrne (WMFE-FM Orlando, NPR Space Reporter)*

*Email: [bbyrne@wmfe.org](mailto:bbyrne@wmfe.org)*

### The Point of the Pitch


- You've got a story and you want the media to hear about it
- A way to get the story on a reporter or producer's radar
- Helps reporters and producers map out their coverage
- Pitch events and subject matter experts
- Reporters have to pitch stories, too – Give us something we can sell to our editors!

### Pitch Pointers

- Who, What, Where, When and Why?
- Know the media organization's audience
- Why should this reporter/producer's audience care?
- Provide contact information to someone who is available and can speak on behalf of the organization

### Stories That Work

- **Insight/Context into an astronomical event happening**
  - "An asteroid is passing by Earth this week. Space Planetarium's Cassi Byrne explains why we shouldn't panic."
  - "February 18 marks one year since NASA's Perseverance rover landed on Mars. But you don't have to be a robot to explore the



red planet. Cassi Byrne from Space Planetarium is available to talk about ways to view Mars from home.”

- **Subject matter experts**
  - Can offer up SMEs to discuss larger conversations happening in media, like climate change or space debris.
- **Events**
  - I find a tie into something happening “up there” a more powerful story
  - How can the entire audience participate? Events with virtual components appeal to a media organization’s wider audience.
- **Positive stories**
  - Pandemic fatigue – editors looking for other “feel good” stories for their audiences.

## Working With Journalists

- **Once you pitch, be ready.**
- **Understand expectations.**
  - Is this pre-taped or live?
  - How will we connect?
  - What is the overall theme of the story and what role do I play?
- **Follow up.**
  - Build a relationship with the reporter/producer – it’s easier to pitch next time