



No.21

# MEDIA LIST AND PITCHING STRATEGY TEMPLATES

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@RARAPR

#PRBYYOU

COVER PAGE

# THE MEDIA LIST AND PITCHING STRATEGY TEMPLATES

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RARAPR.COM

EXPRESSION OF VALUE

AN EASY TO FOLLOW FORMAT.

PR LESSONS AND RATIONALE BACKED BY INDUSTRY EXPERIENCE.

WORKSHEET FACILITATORS TO HELP YOU CREATE A MEDIA LIST AND PITCHING STRATEGY.

UP-LEVEL YOUR PR TOOLS AND SYSTEMISE YOUR PR PROCESSES.

SUPPORT AND MENTORSHIP TO GUIDE YOU THROUGH PROVEN RARAPR TOOLS, TEMPLATES AND PROCESSES.

A DIGITAL TOOL TO HELP YOU ORGANISE YOUR MEDIA LISTS AND PITCHING.

TIP// WE RECOMMEND USING THESE AS DESIGN INSPIRATION AND PROMPTS. YOU CAN USE THE LIST TEMPLATES AS A REFERENCE TO BUILD YOUR LIST WITHIN YOUR PREFERRED DATA MANAGEMENT SOFTWARE.

# CONTENTS

Cover Page	1
<hr/>	
Preamble	2-5
<hr/>	
Media List Templates	7-9
<hr/>	
Pitching Strategy Templates	10-14
<hr/>	
Pitch Facilitators	15 - 19
<hr/>	
The Media Strategy Checklist	36
<hr/>	
Summary	37
<hr/>	

## THE APPROACH

A thoughtfully created media list that is well researched is an important foundation for gaining media coverage and third party endorsement across mediums. Whether it be print, TV, radio, blogs or via social media influencers - a media list documents the key media contacts who would be interested in stories about your business, the news surrounding your business and industry and your area of expertise.

Research and planning are essential to unearthing opportunities that help you to secure media coverage. A quality precision type approach is far more effective than casting the net wide and securing little or worse, nothing. You'll need to put your best PR scouting hat on and go deep into the who, what, when, where and why. Be sure to take all the time that's needed to craft and tailor a thoughtful and high impact pitch. The more you know and plan where your story can be placed, the more success you'll have with your outreach.

JADE ROBERTS

"YOUR MEDIA LIST BECOMES  
THE ROADMAP TO  
CONNECTING AND  
CONVERTING A PITCH INTO  
COVERAGE.

THE MAP IS WHERE YOU  
START, IT TRACKS YOUR  
JOURNEY, YOUR PROGRESS  
AND KEEPS YOU ON-PATH  
FROM GETTING LOST. THE  
MAP IS HOW YOU WILL GET  
TO WHERE YOU NEED TO GO."

COVER PAGE

**THE MEDIA LIST  
TEMPLATES  
[PROJECT NAME]**

CLIENT NAME GOES HERE





# MEDIA TARGETS

PROJECT/CAMPAIGN:

## PRINT

01

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02

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03

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04

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05

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06

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07

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## ONLINE

01

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02

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03

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04

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05

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06

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07

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## TV/RADIO

01

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02

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03

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04

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05

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06

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07

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## SOCIAL

01

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02

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03

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04

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05

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06

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07

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Notes:



# MEDIA GOALS

The Project/Campaign:

The Media Coverage Goal:

The Important News/Key Message:

The Strategy & The Pitch:

Steps to Take:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Other Notes

Blank area for other notes.

# MEDIA PITCH TO DO LIST

Date:

MEDIA	PROJECT	PITCH
[ ]	_____	_____
[ ]	_____	_____
[ ]	_____	_____
[ ]	_____	_____
[ ]	_____	_____
[ ]	_____	_____
[ ]	_____	_____
[ ]	_____	_____
[ ]	_____	_____
[ ]	_____	_____

# MEDIA COVERAGE CAMPAIGN GOALS

OUTLET 1

OUTLET 2

OUTLET 3

OUTLET 4

OUTLET 5

OUTLET 5

NOTES:

# MEDIA TARGET OVERVIEW

**DATE**

**PROJECT**

**STORY ANGLE 1 & MEDIA TARGET**

**STORY ANGLE 2 & MEDIA TARGET**

**STORY ANGLE 3 & MEDIA TARGET**

**STORY ANGLE 4 & MEDIA TARGET**

**STORY ANGLE 5 & MEDIA TARGET**

**STORY ANGLE 6 & MEDIA TARGET**

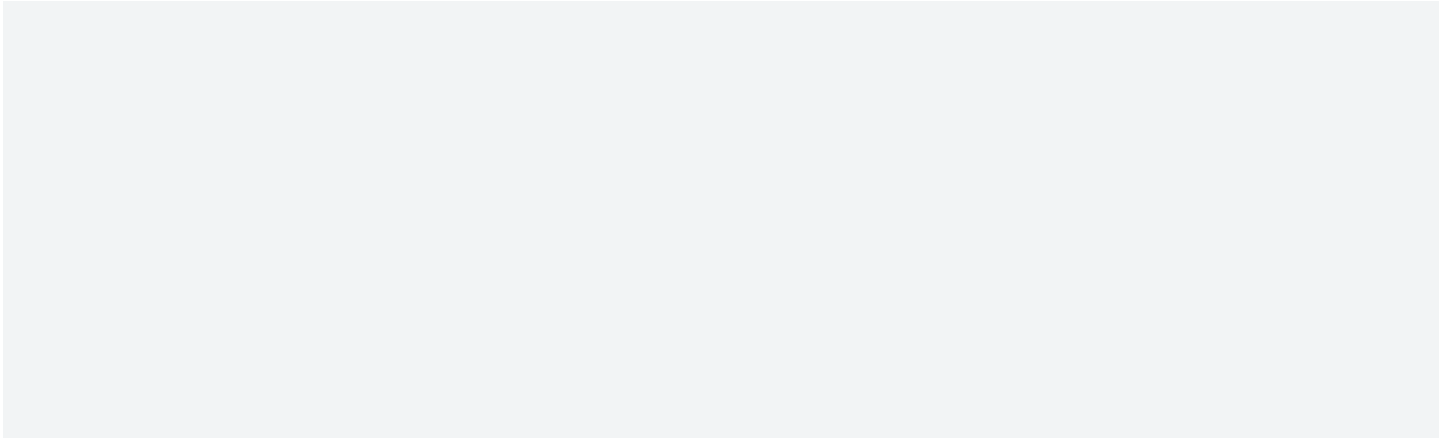
COVER PAGE

**THE PITCH  
FACILITATOR  
[PROJECT NAME]**

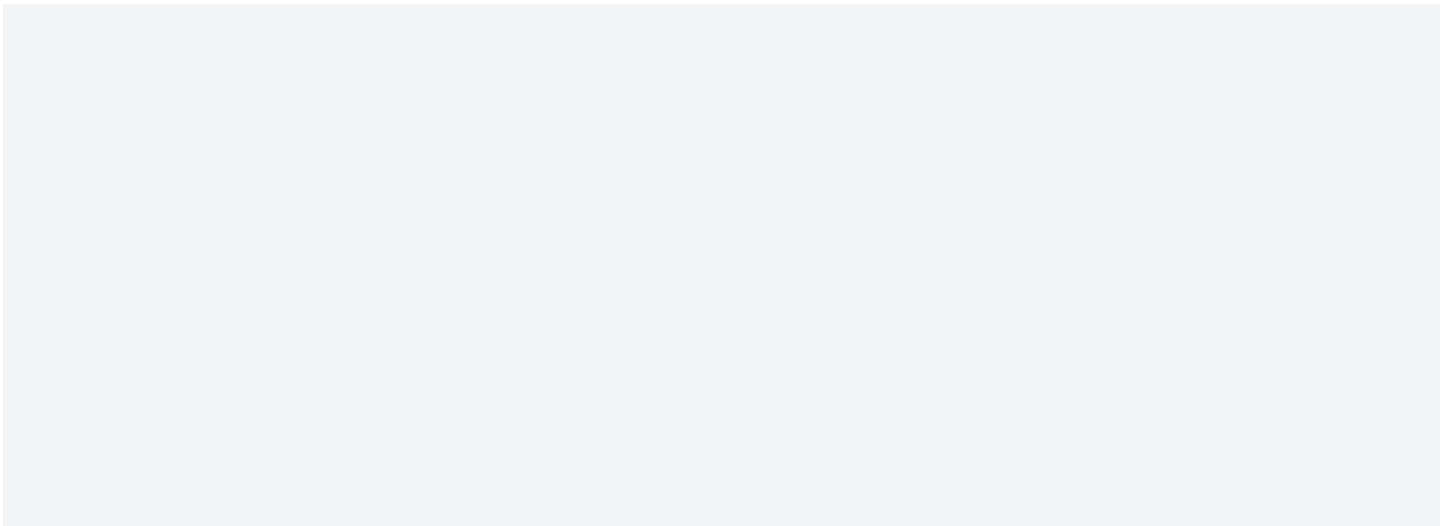
CLIENT NAME GOES HERE

# PITCH FACILITATOR

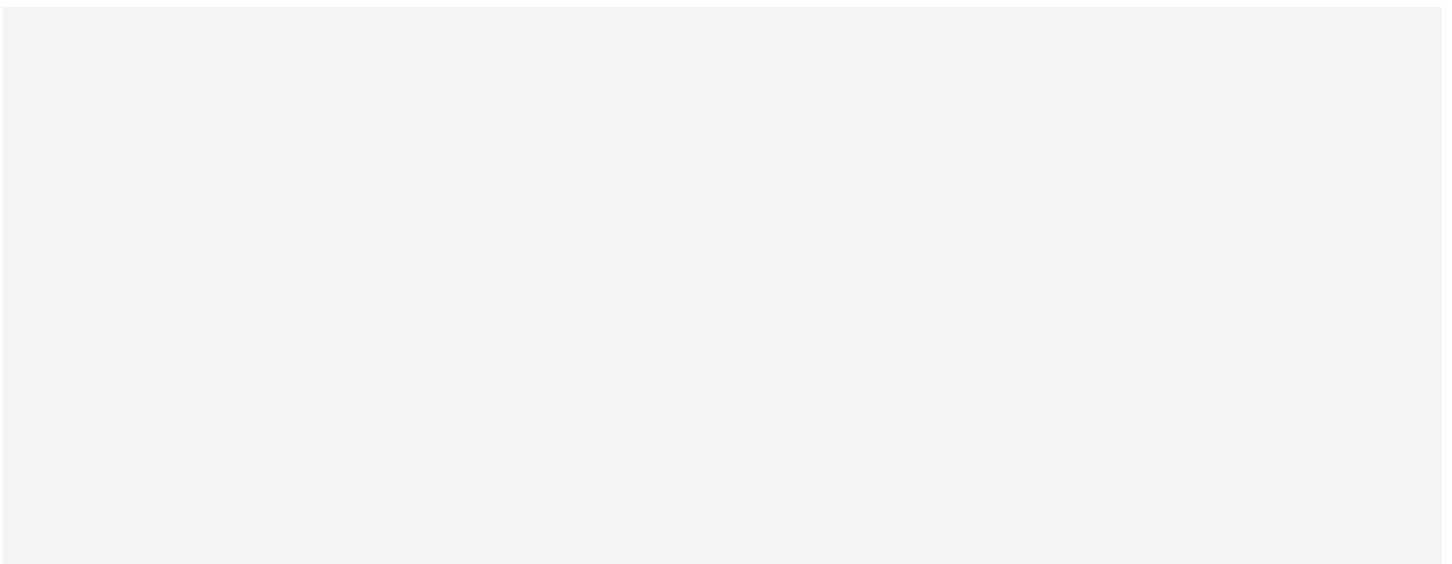
What is the news or educational and informative information that you would like to share?



Who would benefit most from knowing that news/information?



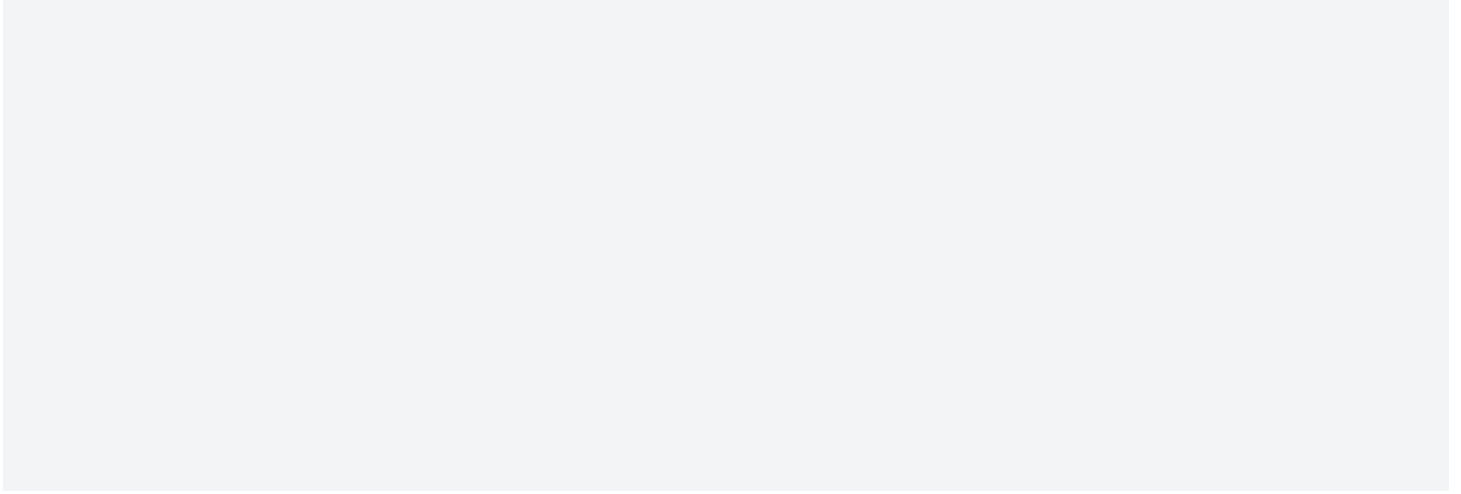
What publications is that target audience most likely to read?



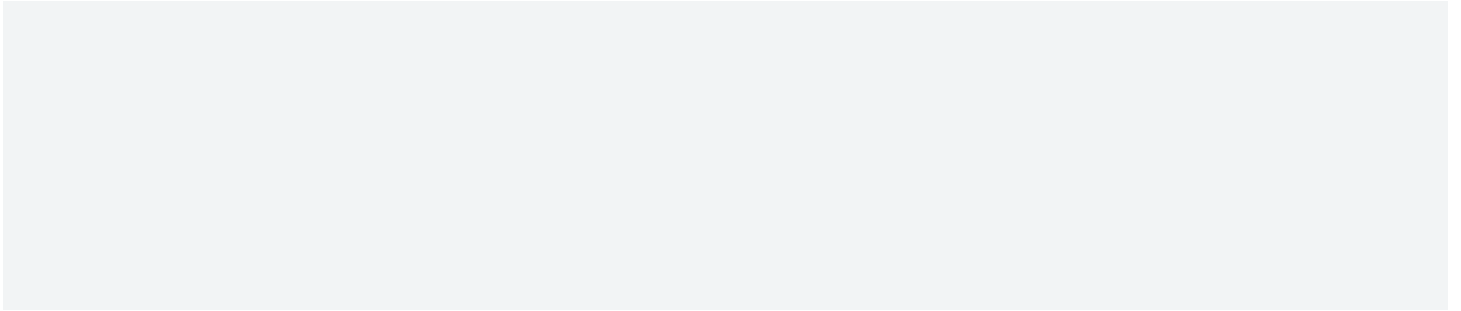


# PITCH FACILITATOR

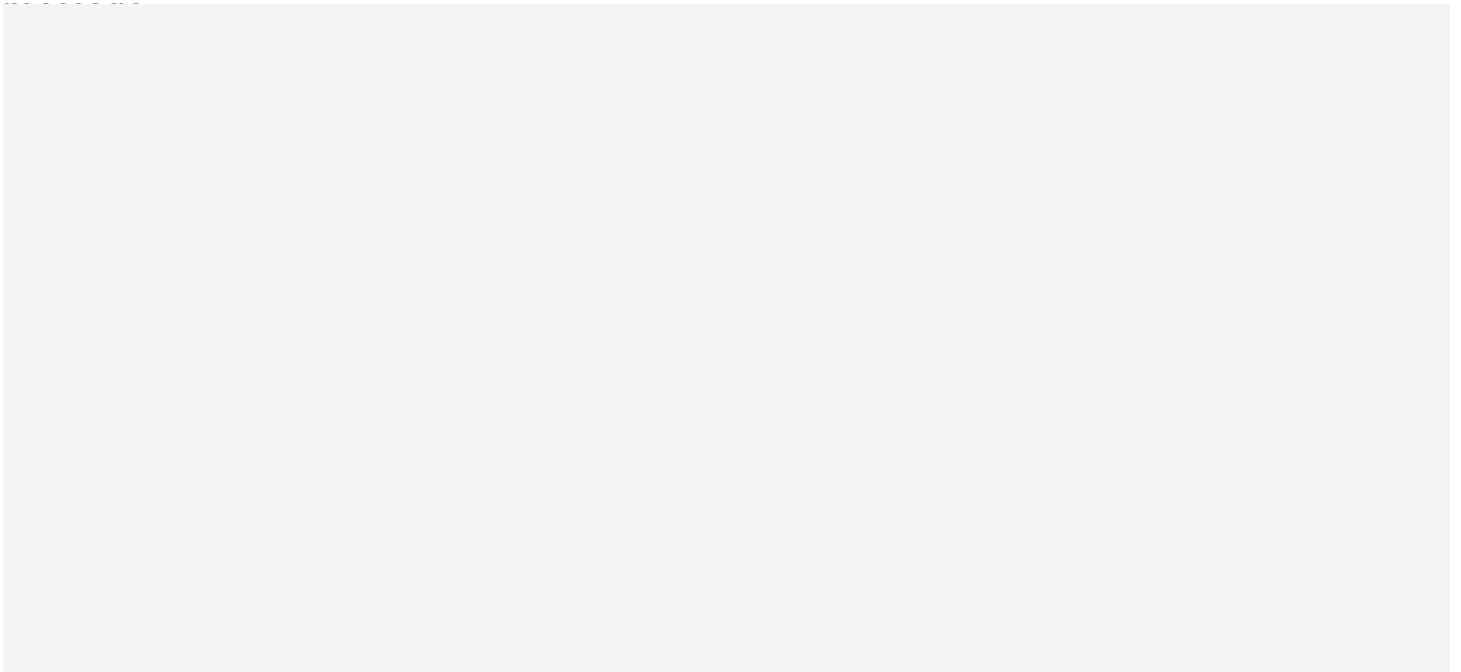
Can you see those publications running such news and in what capacity? Be honest.



Investigate the editors, editorial coordinator or journalists behind the type of news/stories/coverage that you can see potentially placing your story.



Can you confidently say that what you're pitching is news, educational, informative, enlightening, inspiring? Is it of value to the reader? Why? Why should anyone care? Is it fact based? Or is it an opinion piece? Dig deep and make sure you're not pitching a sales



# DEVELOPING A STORY

Take time to outline your angles so that you're prepared and have fully evolved the potential of your story. You should have multiple angles to ensure you're pitching something substantial and that could be considered and placed in various ways by different publications.

ANGLE ONE: I.E. HUMAN INTEREST ANGLE

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ANGLE TWO: I.E. INDUSTRY TREND ANGLE

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ANGLE THREE: I.E. EXPERT OPINION AND TALENT INTERVIEW ANGLE

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ANGLE FOUR: I.E. HISTORY-BASED ANGLE IN ASSOCIATION WITH YOUR BUSINESS

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ANGLE FIVE: I.E. PRODUCT OR SERVICE OR SPECIAL EVENT BASED NEWS ANGLE

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ANGLE SIX: I.E. EXCLUSIVE ELEMENT/ACCESS TO SOMETHING FOR THIS PUBLICATION ONLY/A REVEAL

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ANGLE SEVEN: TOP TEN LIST OF TIPS, OR TOP TEN INSIGHTS, NEWS CURATED IN LIST FORMAT

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ANGLE EIGHT: SURVEY RESULTS FROM CONSUMER RESEARCH WITHIN YOUR INDUSTRY

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ANGLE NINE: ACCESS TO TALENT/EXPERT IN ASSOCIATION WITH AN EVERGREEN STORY WITH NEW SEASONAL ELEMENTS

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# THE RARAPR PITCHING PROCESS



1

## **PLAN**

Plan your story. Identify your goal and your ideal outcome. Move through the questions in the facilitator to help you unearth your story or prompt you to plan further.

2

## **RESEARCH**

Research the facts that will help to support your story. Get around trade publications, major news outlets or lifestyle publications relevant to your industry and your story. Get familiar with the media landscape you're pitching to.

3

## **DEVELOP KEY MESSAGES AND ANGLES**

Look into the who, what, where, when and why for your story to develop key messages and angles. Align them with key media who you know for sure have shown to be interested in such stories and editorial opportunities in the recent past.

4

## **PITCH & FOLLOW-UP**

Craft a compelling pitch that is thoughtful, tailored and considers the value that it could provide that journalist or media outlet. What have you got that they could want and how can it give-back to the readers of that publication?

5

## **REALIGN, RESEARCH, PITCH, FOLLOW-UP & TRACK**

Media coverage results don't appear because you sent something to someone. The biggest part of the job at this point is still yet to be done. And that's in the follow-up, re-alignment, re-grouping, further research if required and re-targeting where appropriate.

# THE MEDIA LIST & PITCHING STRATEGY TEMPLATES CHECKLIST

- REVIEW THE DOCUMENT
- CREATE A COPY OF THE DOCUMENT SO THAT YOU CAN KEEP THE ORIGINAL
- DELETE THE PAGES YOU DON'T NEED
- MAKE EACH WORKSHEET YOUR OWN
- REVIEW, REFINE
- TICK, BECAUSE YOU ARE ON YOUR VERY, MERRY WAY TO A MORE CONSIDERED APPROACH TO MEDIA OUTREACH

# GET THE PR GOODS

For more PR goods be sure to visit our free resources page, sign-up to our newsletter and check out our shop for sustainable PR options for you, your clients or your business at any stage of your PR journey.

[LEARN MORE](#)

raraPR is above all the sum of people who together help build brands and share stories. We are present in our determination to make a positive difference to the world by representing individuals and businesses that are doing good. We are an extension of the personal stories within us, those that we exist for and those within you that need to be heard.

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