How and When to Pitch a Journalist

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Jack Loechner, editor of the Center for Media Research's daily Research Brief, took a look at Business Wire's Media Blueprint and came up with some important takeaways on the proper ways to pitch media:

According to survey results from Business Wire's annual report examining the current media landscape, best practices with journalists and effective ways to meet the media's needs, today's journalists are short on time and a proper online newsroom. Access to key features, says the report, can mean the difference between your inclusion in a story (with up-to-date and accurate information,) or your exclusion with the added injury of the insertion of a competitor, says the report. The study yielded data that enabled Business Wire's Media Blueprint a more targeted approach to reaching and working with the media.

Read the full article at: http://www.mediapost.com/publications/article/292435/how-and-when-to-pitch-a-journalist.html

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