

The Positive
Power of Media
Outreach

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## THE PERFECT PITCH

Why Should Anyone Care?

What is different?

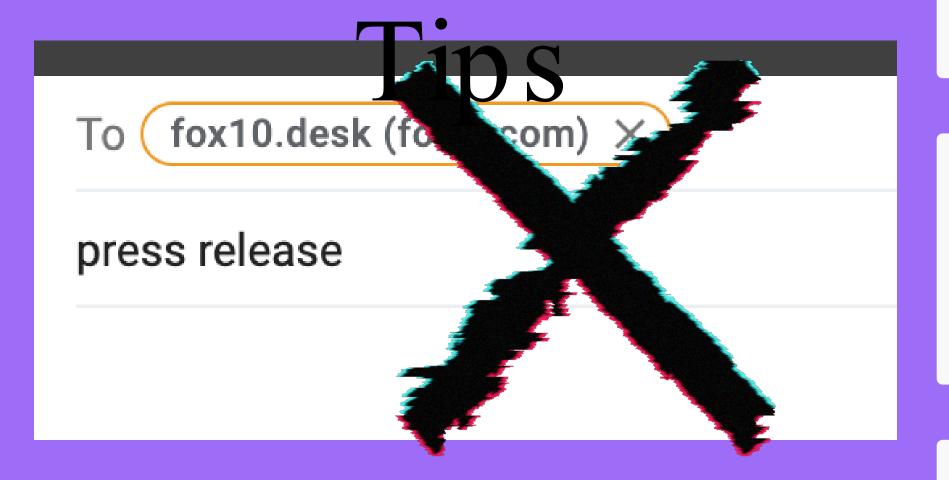
What is new?

How does this tie into a trend or current news?

What advice or insight can you share?



## Email



Subject Line: Give a reason to open the email.

Include photos or video links.

Don't Bury the Good Stuff!



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## HOW TO CONTACT THE

