

- 6) What would make your story appeal to that media outlet? What would help make your story attractive to them and their readers/ audience? Do you need to offer photos or case studies? A light hearted tone and an upbeat story? Or hard news and new research statistics?

- 7) Who might you want the journalist/ photographer to meet or interview for your story?

- 8) What's the "call to action" you want printed or broadcast with your story?
Be consistent and plan to give the media outlet one phone number, one website, one strapline.

- 9) Make a timeline. When are you going to pitch the story by phone? When are you sending your press release/ email? What date are you aiming to have your story printed or broadcast? When's the journalist's deadline?

- 10) Who in your organisation is going to run this story/ media approach?
Be clear about who the media's point of contact is for the story or you'll end up with different people from your organisation calling the same journo.

