

Pitch letters for the media

Here are examples of “pitch letters” - this is the message you put in your email to a reporter, right above the [press release](#). (Find a [press release template here](#).)

Sections that need replacing are [highlighted in square brackets].

You send these emails out to see who’s interested in your story, and to invite reporters to your event or protest! The best time to contact reporters is usually early business hours on weekdays (ideally not at the very end of the week - e.g. try to avoid Friday afternoon / evening).

It’s easy to invite reporters. Just find their email address or contact form on media outlet websites - it will probably be on the Contact or Staff page, or a page known as the Masthead. Then email them the pitch letter with the press release!

Use the press release headline as the title of your email.

Pitch letter 1 - springboarding off previous article

Dear [NAME],

In [March 2023 or other date] you wrote a [fantastic/powerful/well-researched] piece about [a slightly related topic], and we wanted to let you know about another breaking story about [whatever their last story was about that relates to this one, e.g. “human rights in medical settings”].

On [date], [locals - e.g. British Columbians] will protest at [location], demanding [what you want - e.g. the return of universal masking in hospitals and long-term care].

The protest follows other calls to reinstate healthcare safety measures, including [\[link to examples: e.g. a strong rebuke from BC's Human Rights Commissioner that "removal of masking directives in healthcare settings does not uphold a human rights centered approach to public health."](#) It also follows [a number of new Covid-19 outbreaks in hospitals.\]](#)

You can learn more in the press release below. Media is invited to attend the protest; we'd be happy to arrange interviews with one or more protesters, whether at the event, or remotely another time. We can also provide high-resolution photos following the action. You can [find our full press package here.](#)

Thank you in advance for your time and attention, and please let us know if you'd like to learn more!

Yours sincerely,

[\[insert email signature with contact info here\]](#)

Pitch letter 2 - generic (note: where possible, non-generic is always better)

Dear [\[NAME\]](#),

We're writing to let you know about a breaking [\[healthcare/medical/human rights/disability rights etc.\]](#) story in [\[location\]](#). On [\[date\]](#) at [\[time\]](#), [\[locals\]](#) will protest at [\[location\]](#), demanding [\[what you want - e.g. the return of universal masking in hospitals and long-term care\]](#).

The protest follows other calls to reinstate healthcare safety measures, including [\[link to examples: e.g. a strong rebuke from BC's Human Rights Commissioner that "removal of masking directives in healthcare settings does not uphold a human rights centered approach to public health."](#) It also follows [a number of new Covid-19 outbreaks in hospitals.\]](#)

Media is invited to attend the protest; we'd be happy to arrange interviews with one or more protesters, whether at the event, or remotely another time. We can also provide high-resolution photos following the action. You can [find our full press package here.](#)

Thank you in advance for your time, and please let me know if you'd like to learn more!

Yours sincerely,

[\[insert email signature with contact info here\]](#)

Pitch letter 3 - Twitter

This isn't a pitch letter... just tweet at journalists giving them a heads up about the protest. It shouldn't seem generic - it should seem like you're inviting them/letting them know personally, because you think this is breaking news that's right up their alley!
