



MEMORANDUM

To: Tracy Van Slyke
The Media Consortium

From: Karl Frisch

Re: Overview of Pitching Strategy

Date: Thursday, October 21, 2010

It was great talking to you yesterday and I look forward to working together over the next two weeks. The following memo should give you an idea of my general pitching strategy -- what I think about when considering how to push something. If you have any questions, please don't hesitate to contact me.

1. KF receives a report to pitch.
2. KF considers the proper audience, asking himself several questions:
 - a. Is this a local, regional, or national story?
 - b. Does this story have compelling visuals or audio?
 - c. What is the main issue contained in the story that should be pushed?
3. KF considers radio options:
 - a. If the story is local or regional, KF determines which radio shows would be interested in the piece on those levels.
 - b. If the story is local or regional, KF determines if it can be packaged in a way to attract national radio attention. If so, what shows might be interested?
 - c. KF begins pitching radio programs on the story. If they won't take a guest, will they at least commit to covering the story?
 - d. KF begins pitching radio programs on the story. If they won't take a guest, will they at least commit to covering the story?
4. KF considers newspaper options:
 - a. If the story is local or regional, KF determines what state and regional political reporters may be interested in touching on the story for their newspaper's political blog. Can we get more? Will they write a story on the subject citing the original story?
 - b. If the story is national in nature, KF determines which national political reporters should be contacted and encouraged to post on it -- or, again, write on it and hopefully cite the original post.

- c. KF begins pitching print reporters on the story.
5. KF considers online options:
 - a. If the story is local or regional, which local blogs should be pitched?
 - b. Can we secure prominent placement on major websites like Huffington Post, Talking Points Memo, DailyKos, etc.?
 - c. Can online chats or interviews be arranged?
 - d. Can podcast interviews be arranged?
 - e. Can we use other outlets like GritTV or The Young Turks?
 - f. KF begins pitching online outlets on the story.
6. KF considers organizational and ally options:
 - a. What organizations will have an interest in this story? Think about groups like Common Cause, PFAW, Sunlight Foundation, etc.
 - i. Will they post a link to their Twitter and Facebook feeds?
 - ii. Will they post something on their blog?
 - iii. Will they do other things to promote the story?
 - b. What progressive leaders would be willing to help push the story? Consider members of Congress and progressive thought leaders.
 - i. Will they post a link to their Twitter and Facebook feeds?
 - c. KF begins pitching organizations and progressive thought leaders on the story.
7. KF considers television options:
 - a. If the story is local or regional, KF determines which television affiliates would be interested in the piece.
 - b. If the story is local or regional, KF determines if it can be packaged in a way to attract national television attention. If so, what shows might be interested -- Schultz, Olbermann, Ratigan, Maddow, O'Donnell?
 - c. KF begins pitching television programs on the story. If they won't take a guest, will they at least commit to covering the story?
8. KF keeps detailed metrics:
 - a. Who was called?
 - b. Who was emailed?
 - c. Who linked to the story?
 - d. Who reported on the story?
 - e. Do we have the audio or video for any media appearances?