Activity Worksheet: Making the Pitch

Instructions:
Break into pairs. One person plays the reporter, the other makes the pitch. You have 3 minutes to pitch your story, then switch roles.

Pitching Exercise Questions

1. What is your solution or objective? Who has the power to make the change you want?

2. Why do you think it is newsworthy?

3. What could you do to generate news attention for this issue?

4. What will you say when you call the reporter to pitch the story?

5. What media bites, social math, or visuals could help your case?

6. What is the most important point to convey to a reporter every time you talk about the story? (Hint: Be sure to include your solution!)