**Tips for broadcast pitching**

* Remember – there’s probably only one daily newspaper, but there are several daily news stations. Start with your local ABC, NBC, CBS, and NPR affiliates. Don’t be afraid to try other local channels, too.
* Not sure where to start? Poke around the website for each station. In the “Contact Us” section, there is usually a hotline and email address to submit story ideas.
* If you’re able to submit your pitch to a specific person, even better. But remember: reach out to assignment producers or news directors – not just the TV/radio personalities.
* If you call a producer or news director directly, ask if it’s a good time before you ask your first question. Remember that they are juggling multiple stories and deadlines.
* Don’t pitch in the middle of other breaking news, and don’t pitch right before they’re about to go live.
* The more familiar you are with your local stations and what kinds of stories they air, the better you can tailor your pitch. Make it as local as possible.
* Recognize that you might wind up getting bumped at the last minute. This happens – but you can keep pushing the story later.

The most important thing to remember is that the best part of this news story is YOU. YOU are what make it local, and you want viewers to look at you and think “I want to do that.”

If you get a positive response, be sure to reach out to RESULTS staff to schedule a prep call in advance. And be sure to watch [this training webinar](https://results.zoom.us/recording/play/Nt3sxaDTQGjtyRSTpDNwpDK4ywCBd0pSF8PW7tRJp4sU09V6EH92Ln3BF2FRujcw?autoplay=true) for tips and tricks.

Good luck!

**Sample Pitch – 2018 Election Season**

Feel free to use as much or as little of the template as you like – but be sure to fill in the blanks and any other local details.

SUBJECT: Story idea – Will Congress listen to people here in [YOUR CITY] after the election?

Dear [PRODUCER’S NAME],

Thanks for all your thoughtful election coverage. I know many people are wondering if Congress even listens to everyday constituents. What happens *after* Nov. 6? Is there a way to break through the political noise and make an impact?

A group of [YOUR CITY] advocates focused on poverty have shown me the answer is yes. The group is called RESULTS. Last year a piece in the *New York Times* said:

“If you’re looking to bolster participatory democracy in the United States today, you’d be hard pressed to find better guidance than RESULTS volunteers.”

One thing we don’t study in school is our role in influencing the policies coming out of Washington. I’ve learned how to build relationships with our members of Congress, and how to follow-up with them (by phone, letters, and in person) year-round. And to do it in a bipartisan way.

Would you be interested in showing viewers how to get past the front desk on Capitol Hill? There are local advocates you could interview – or even accompany to a congressional meeting or a town hall.

More details below.

I think viewers would be hungry to learn this during election season. Would you be interested?

Thanks for considering it.

[NAME]  
[PHONE NUMBER]  
[TOWN]

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More background on how the election is just the beginning, and the role of local constituent advocacy in making change:

* Here’s the [*New York Times* piece](https://www.nytimes.com/2017/07/04/opinion/putting-citizenship-back-in-congress.html) I mentioned that explains how RESULTS works (they call it “one of America’s best kept secrets”)
* Here’s [what members of Congress have to say](https://www.results.org/uploads/files/Results_2017AnnualReport_FINAL_pages_17.pdf) about the model (“most effective I’ve seen in 20 years on Capitol Hill”).
* Here’s a [90 second video](https://www.youtube.com/watch?v=2icBLXwdNjU) from one advocate explaining what it was like to meet with Congress for the first time – and what happened after.
* Last year RESULTS advocates across the country (all everyday people, not professional lobbyists), had more than 800 meetings with members of Congress from both sides of the aisle. They also published more than 800 local letters to the editor and other media.
* I’d be happy to share lots of examples not just of how the advocacy works, but how it’s led to bipartisan breakthroughs on policy and government funding for poverty (increases in funding for global health and education, key pieces of the tax code for low-income workers, stopping cuts to federal nutrition programs, getting half of the House of Reps signed onto global child health legislation, and much more).
* We also have b-roll footage you could use for a segment. I’m happy to share.