

Media Pitch Template

Subject line options (choose 1):

- New [data/launch] that solves [audience pain] in [market] — quick brief?
- Local story with national legs: [company] + [impact stat] (embargo optional)
- Expert POV for [timely issue]: 2 quotes + 1 chart attached

Email body scaffold:

- **Top line (2 sentences):** the *why now* + concrete stat.
- **The angle:** human impact + one data point (link to newsroom).
- **The proof:** 2 bullets (customer/outcome; partner/award).
- **The access:** spokesperson + asset links (FAQ, b-roll, images).
- **The close:** offer an interview slot; “happy to send 3 Qs you might ask.”
(*Reflects how journalists prefer concise, useful pitches.*)