

CUT THROUGH THE NOISE

*Practical strategies to land
impactful media coverage*

SachsMEDIA
THE BREAKTHROUGH AGENCY.™



Drew Piers | May 13, 2025



So ... why isn't my pitch landing?

49%

**of pitches are
ignored**

1 in 3

**reporters publish
8+ stories per
week**

51%

**decline in total
newsroom staff
(2008-2019)**



MEDIA PITCHING FRAMEWORK

PREPARE
then
PITCH

Find the right **VOICES**

- Are they credible, compelling, and available?
- Do they have experiences or stories worth sharing?
- Is this someone a reporter *wants* to talk to?



Find the right **VOICES**

Challenge:

How do we counter legislative proposals in multiple states that advance vaccine myths?



OUR VOICES



Childcare Educator
Montana



Pharmacist
Tennessee



PTA President
Louisiana



Parent
Florida



THE RESULT

Op-ed Placements

5

Montana

4

Florida

3

Louisiana

1

Tennessee



Find the right VISUALS

- Do you have compelling photos or B-Roll?
- Can you give the reporter a unique perspective or access?
- Do you have permission to share them?



Find the right **VISUALS**

Challenge:

How can we generate national media coverage to promote a film while advancing science careers for women of color?



OUR VISUALS



B-Roll from the original
Star Trek series

Media access to
Houston Space Center



Interviews at the home
of Astronaut Nicole Stott



THE RESULT



**2.5 Million National
Broadcast Viewers**



Find the right RESEARCH

- Can you lead with a striking survey result?
- Are there recent studies or reports you can cite?
- Do you have local or state-specific data to share?

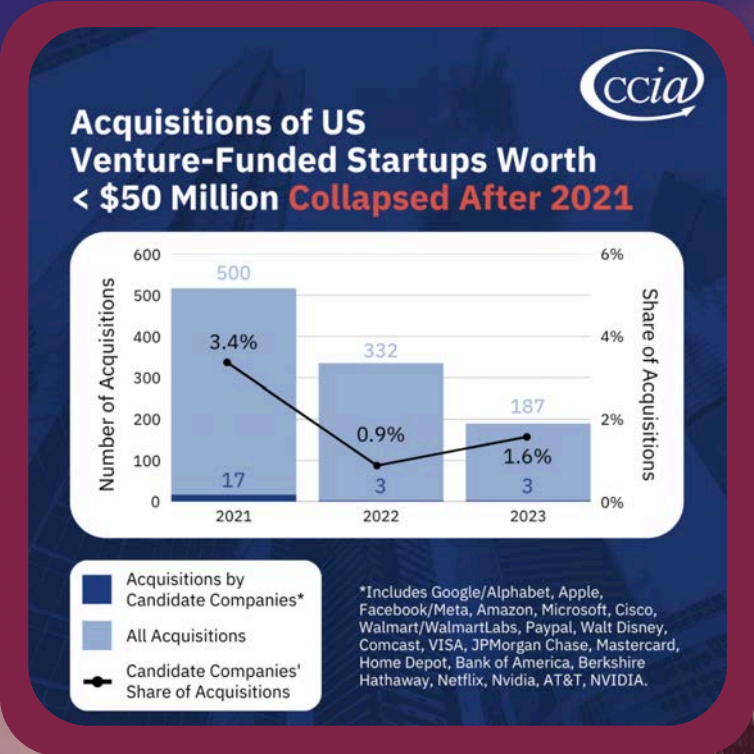
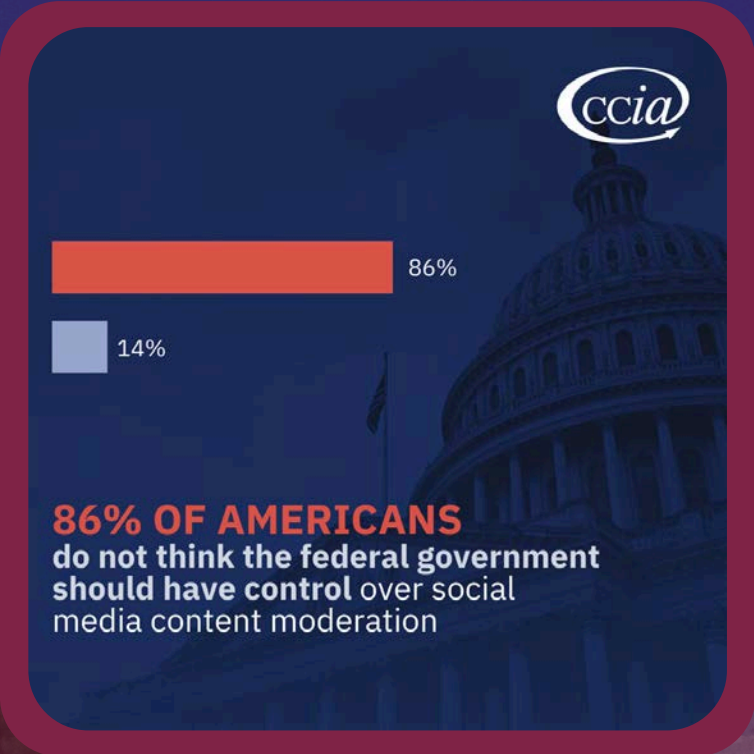
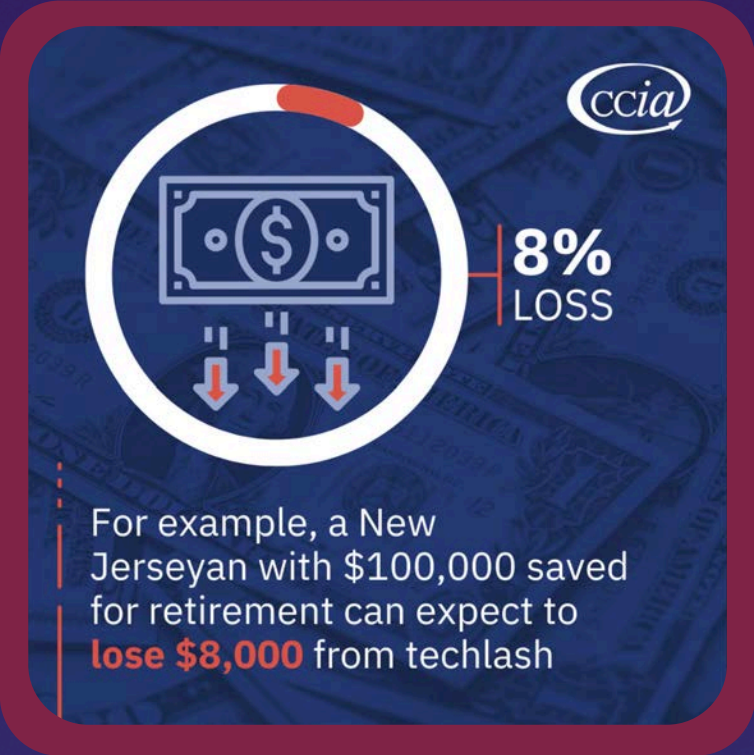
Find the right RESEARCH

Challenge:

How can we use research to generate sustained media coverage for a policy issue throughout a lengthy legal battle?



OUR RESEARCH



THE RESULT

Coverage Highlights

The New York Times

THE WALL STREET JOURNAL



USA TODAY



The Washington Post

The Miami Herald

POLITICO

Bloomberg

Newsweek

Tallahassee Democrat.

THE HILL

npr

HOUSTON CHRONICLE

Daily Mail

6,900+ Media Outcomes





**You've got all the
right ingredients.**

Now what?

1

IDENTIFY THE BEST REPORTER

Be ruthlessly selective. Tailor your pitch to that specific reporter. Follow up with purpose.



Social Media

At least 70% of reporters use social media to share their content.



What's New

Before pitching, check out the stories they've been working on lately.



Thoughtful Follow Up

Most reporters prefer one follow up 2-3 days after the initial pitch.

2

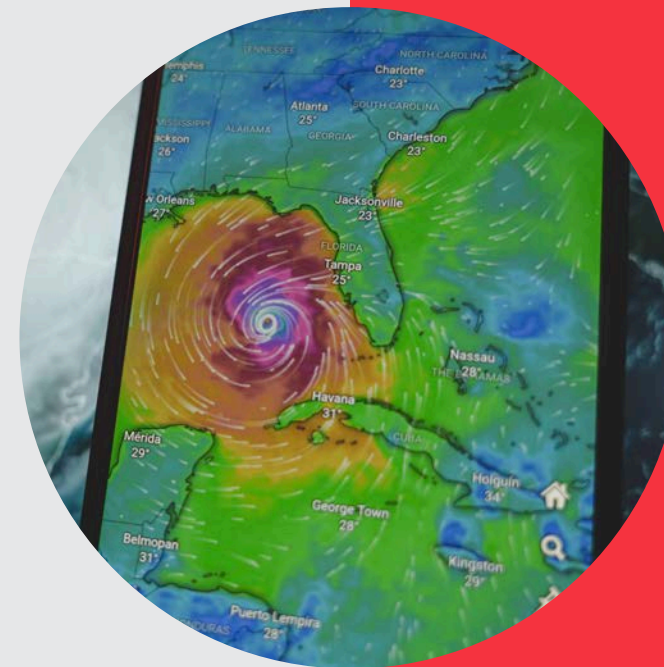
LOOK FOR THE KEY MOMENT

*Time your pitch. It's easier to
ride an exsiting wave than
create a new one.*



Tarriffs

Would your legislative proposal help save consumers money?



Hurricane Season

Does your organization play a role in disaster recovery and response?



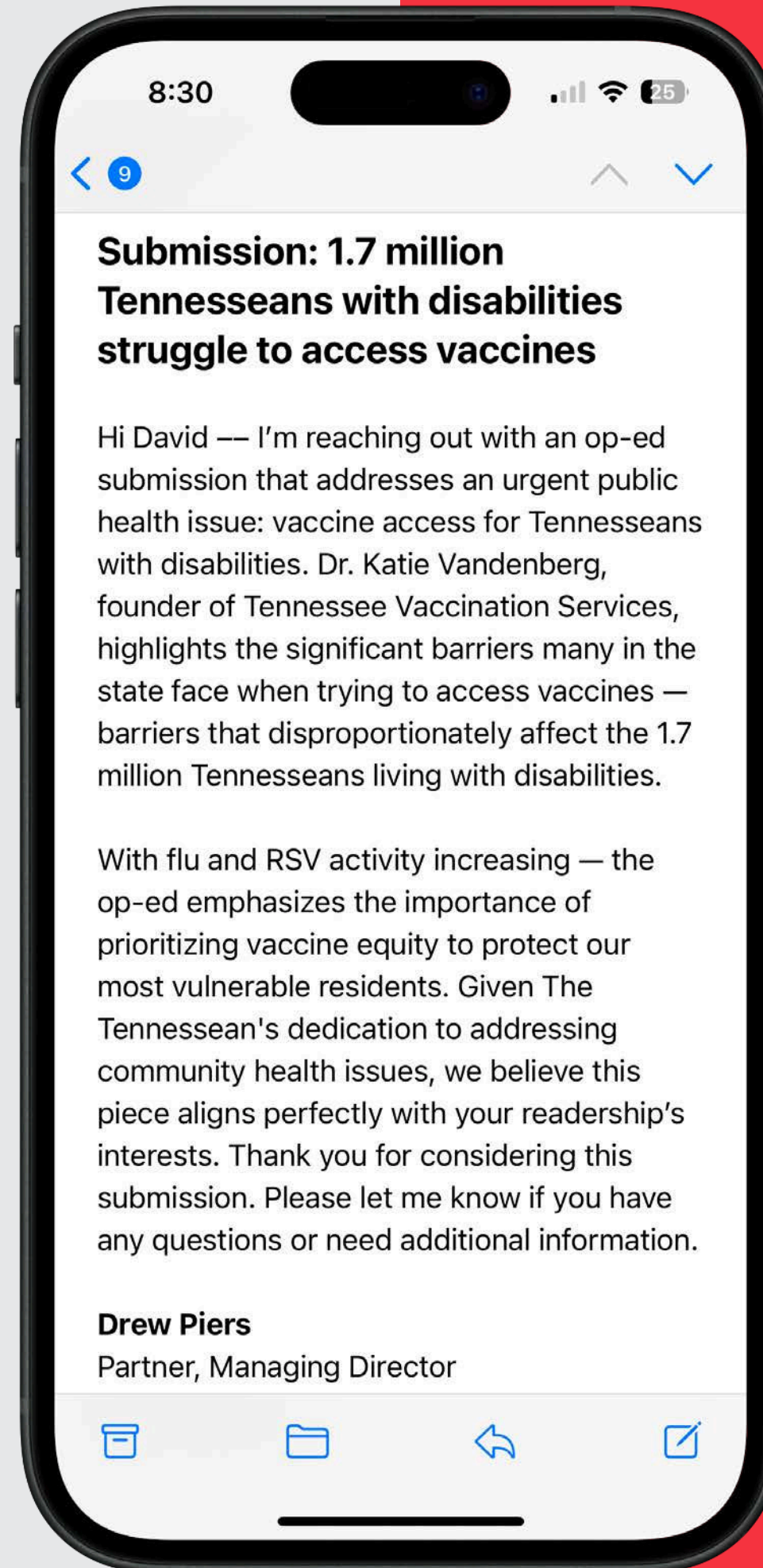
Current Events

Can you move quickly and take advantage of timely development?

3

PERFECT YOUR PITCH

Your subject line is your headline. Be direct and keep the pitch under 200 words.



✓ Strong Hook

✓ Tight Pitch

✓ Local Angle

✓ Key Author

LET'S RECAP

THREE THINGS TO FIND

1. Find the right VOICES

Offer compelling, credible, and diverse spokespeople for impact.

2. Find the right VISUALS

Strong photos, videos, or settings make your pitch stand out.

3. Find the right RESEARCH

Lead with data and stories that stand out and prove relevance.

THREE THINGS TO DO

1. Identify the best REPORTER

Match your pitch to the reporter's beat and interest.

2. Look for the key MOMENT

Tie your story to timely news, events, or trends.

3. Be sure to nail the PITCH

This is not a press release. It's a teaser that sells your story.


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THANK YOU!

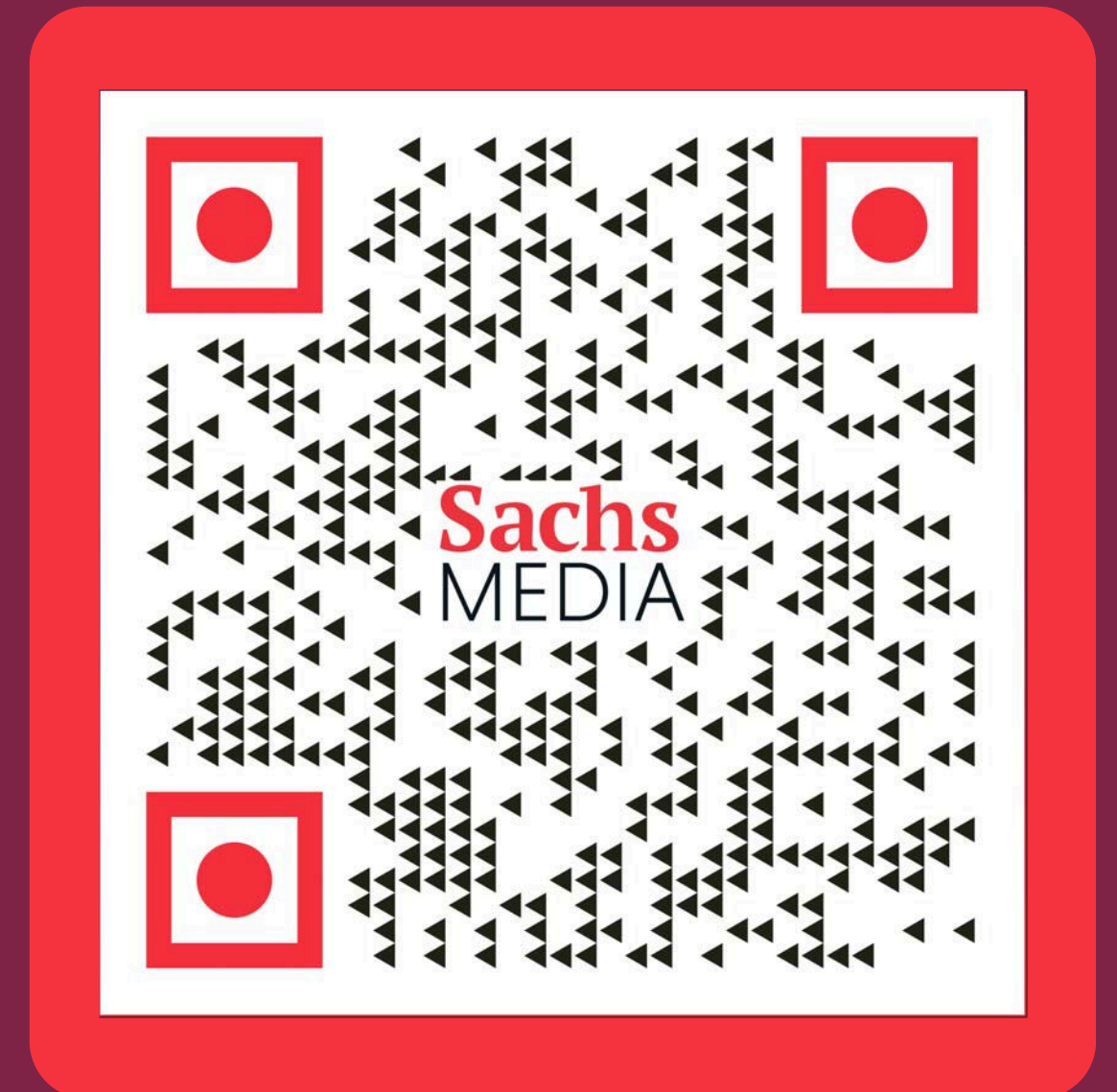


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