

## TIPS FOR PITCHING THE MEDIA

With your information ready to go and your media list developed, you are now ready to begin pitching your meetings, conventions and events. For the best results, customize each pitch. Here are some helpful tips on how and when to reach out as well as a few outlet highlights.

### DAILY NEWSPAPER

At *The Columbus Dispatch* ([Dispatch.com](http://Dispatch.com)), coverage of your meetings may be assigned to any one of the paper's many reporters or editors. If you don't have a working relationship with a specific reporter or editor, research which reporter has written about similar topics or events in the past. Also, customize your pitch. Include why it's of interest to that reporter. Deadlines should be kept in mind, both for news releases and scheduled events. In some cases, you may wish to provide the newspaper with an advance release on such developments as awards or speeches that take place on or near the deadline.

You cannot deliver a news release five minutes prior to deadline and expect to see it in the next edition. You'll have a better chance of obtaining coverage if you send your news release to the newspaper early to allow time for any follow-up inquiries.

### COMMUNITY NEWS

The key to story placement in a weekly or community newspaper is that it must have local application. Community newspapers do not normally send reporters to cover conventions or statewide meetings. However, the publications are receptive to stories about people in their circulation areas or events that affect these locales. (Stories on individuals should carry a street address.)

*This Week Community News* ([ThisWeekNews.com](http://ThisWeekNews.com)) serves the majority of outlying areas in Columbus, with branches for each community. Usually, news releases must be sent to each newspaper, but sometimes one release to the parent company will cover all editions. Print editions of the paper are put out once per week, with news updated daily online.

#### Monthly Publications

*614 Magazine* | [614Columbus.com](http://614Columbus.com)  
*Columbus CEO* | [ColumbusCEO.com](http://ColumbusCEO.com)  
*Columbus Monthly* | [ColumbusMonthly.com](http://ColumbusMonthly.com)  
*CityScene Magazine* | [CitySceneColumbus.com](http://CitySceneColumbus.com)  
*PRIZM* | [PRIZMNews.com](http://PRIZMNews.com)

#### Weekly Publications

*Columbus Business First* | [BizJournals.com/Columbus](http://BizJournals.com/Columbus)  
*Columbus Alive* | [ColumbusAlive.com](http://ColumbusAlive.com)

#### Online Publications

[ColumbusUnderground.com](http://ColumbusUnderground.com)  
[TheMetropreneur.com/Columbus](http://TheMetropreneur.com/Columbus)  
[ColumbusNavigator.com](http://ColumbusNavigator.com)

#### Niche Publications

*Stock + Barrel* | [614columbus.com/stock-barrel](http://614columbus.com/stock-barrel)  
*Columbus Parent* | [ColumbusParent.com](http://ColumbusParent.com)



## TELEVISION STATIONS

Columbus's commercial television stations are WBNS (Channel 10, CBS), WSYX/WTTE (Channel 6/28, ABC/FOX) and WCMH (Channel 4, NBC). WOSU is a Public Broadcasting System station. The four commercial stations have live broadcast capability for local breaking news such as accidents, disasters or crime.

News conferences or interview sessions should be scheduled for the convenience of news media. For example, a 2 p.m. news conference is more likely to receive same-day coverage than one at 4:30 p.m., because reporters need time to write stories and assist in editing tapes. Certain hours of the day are traditionally favored for news conferences. These include 9-10 a.m. and 2 p.m.

Making the event "photogenic" can increase the possibility of coverage. While statistics are not television favorites, the interview can be enhanced with charts or graphics. All graphics illustrating the topic should be in color. A news crew needs more than just an individual for an interview. It needs visuals for what is known as a cutaway, or film shown while the audio portion of the interview continues.

WBNS (CBS) | [10tv.com](http://10tv.com)  
WCMH (NBC) | [NBC4i.com](http://NBC4i.com)  
WSYX/WTTE (ABC/ FOX) | [ABC6OnYourSide.com/MyFox28Columbus.com](http://ABC6OnYourSide.com/MyFox28Columbus.com)  
WOSU (PBS) | [WOSU.org](http://WOSU.org)

## RADIO

News operations for Columbus radio stations range from headline services to all news and talk programming. In many cases, a company operates both an AM and FM station with one news department serving both. Normally, the AM station operates the news department. Most stations concentrate their longer newscasts to the morning and afternoon drive times.

Since radio news is the most immediate of all media, including the name and telephone number of a contact person on a press release is essential. The station may want a taped interview on the telephone and the reporters need instant communication. For that reason, the contact person should be near a telephone after a release is delivered. Most stations prefer electronic news releases. However, in the event of a last-minute news conference or important news development, the assignment editor in the news department can be called.

The station's format should be considered when targeting news releases. For example, WBNS is a sports-oriented station and interested in events relating to athletics. WCVO is religion-based, although it carries general news as well.

WBNS 97.1 FM (Sports) | [97.1TheFan.com](http://97.1TheFan.com)  
WOSU 89.7 FM (NPR News) | [WOSU.org](http://WOSU.org)  
WRFD 880AM (Christian) | [WRFD.com](http://WRFD.com)  
WLVQ 96.3 FM (Classic Rock) | [QFM96.com](http://QFM96.com)  
WODC FM OLDIES 93.3 (Oldies) | [933ODC.com](http://933ODC.com)  
WTVN 610 AM (News Talk) | [610WTVN.com](http://610WTVN.com)  
WNCI 97.9 FM (Popular) | [WNCI.com](http://WNCI.com)  
WCOL 92.3 FM (Country) | [WCOL.com](http://WCOL.com)  
WSNY 94.7 FM (Adult Contemporary) | [Sunny95.com](http://Sunny95.com)  
WWCD 102.5 FM (Alternative Rock) | [CD1025.com](http://CD1025.com)  
WCBE 90.5 (NPR) | [wcbe.org](http://wcbe.org)