

HOW TO: Tailor your media pitch



An engaging and interesting pitch is a key element in securing media coverage for your event. There are many ways you can beef-up your pitch to encourage coverage of your tournament. We'll highlight a few below.

Good for the brain

If you are trying to secure coverage from a specific reporter, look at previous stories they have written and find a way to connect your event to their specific beat. For instance, a healthcare reporter might not be interested in covering a bridge tournament, but if you include information related to the correlation between bridge and brain health, you might spark their interest in learning more about the game. Even if you are sending out a generic pitch to the assignment desk, include the [ACBL's Boost Your Brain](#) flier and share that bridge has been recognized by the Alzheimer's Association as one of [10 Ways to Love Your Brain](#).

Not just your grandma's game

If your district or unit has a strong youth bridge program, consider making a pitch to any education reporters in your area. Education reporters – especially those in television news – often have regular “spotlight” stories on schools or students in the community and sharing information about youth involvement in a bridge tournament or activity is another great pitch angle.

Share the Impact

Spark their interest in the city they serve by sharing how your tournament is bringing a significant economic impact to the area. Work with your local chamber of commerce to determine the accurate amount and be sure to include that in your promotional materials.

Once you've determined your pitch angle and know which reporters or producers you want to pitch your event to, you can begin reaching out to those contacts. Avoid sending emails too early in the week (Tuesday at the earliest) and send your message first thing in the morning, when they are most likely to be reviewing their emails. If you haven't heard back in a few days, give the news desk or reporter a call and offer to resend (even if you speak to someone who wasn't on your initial pitch).

Your ACBL public relations team is available to help brainstorm ideas for securing media coverage for your tournament. For more information, email pr@acbl.org.

