

**PITCH RAP:  
WORKSHEET**

Reporters used to “hang out” in the neighborhoods to find good stories. These days, reporters rely more and more on the Internet and on what others bring to their attention. Once you’ve developed your frames, messages and a good story, use this worksheet to prepare to pitch to journalists.

Remember, when you call a journalist to pitch a story, you are *not* asking for a favor. Rather, you are helping reporters do their job, which is to report compelling news.

**What is the new development? What is happening?****Who is this story about?****Why is it interesting and important to a broad audience?****Where and when is it going to happen?****What additional information can you provide or refer the reporter to?**