



TELL YOUR TEAM'S STORY

And do it in a way that's interesting and makes the journalist's life easier.



IT'S NOT THAT WE'RE LAZY ...

Thanks to staff reductions at many media outlets, the remaining staffers are all doing the work of several people:

- Reporting and blogging
- Social media posting and engagement
- Updating the company's web, mobile and tablet pages
- Shooting and editing photos and video
- Building photo galleries, interactives and quizzes
- Dropping whatever we're doing to jump on breaking news or whatever is trending that day (e.g. #TheDress)



GET OUR ATTENTION ...

- Show us what makes you tick (aside from a pace clock)
- Consider which outlet/reporter can best tell *this* story

BAD STRATEGY



BETTER STRATEGY





GET OUR ATTENTION ...

Timing is everything

- **Tie your pitch to an upcoming event:**
Practical/straight news: Water Safety Month demonstration
Offbeat: Act out scenes from Oscar-nominated films underwater
- **Need a news peg?** NationalDayCalendar.com is your friend
- Consider *when* to pitch
For a weekend event, appeal to assignment editors (the decision-makers) mid-week, after they've caught up on e-mail and before they lock down their weekend schedule



GET OUR ATTENTION ...

Overcome the biggest obstacles in getting swimming covered

The two biggest knee-jerk responses you may encounter:

- Swimming is boring, i.e., not good TV
- It's not an Olympic year yet so we don't care. Call us in 2016!
- **The answer:** Make it fun/good TV so we're thinking of you when it comes time to plan Olympic coverage. Maybe we'll call YOU!



GET OUR ATTENTION ...

- Your swim meet doesn't *have* to be the meat of the story
- But if you want us to come to the pool, make it memorable with some camera-friendly, pre-meet entertainment



- Dancing deck officials
- Coach races
- Relays featuring entire families, including parents
- There's a national day/month for EVERYTHING. Make a relay race out of it



From pitch to published story

- Case study: 30th anniversary of ‘The Breakfast Club’

A perfect storm:

- The media ♥ □ anniversaries
- Feed the beast:
We’re always in search of blog/story fodder and social-media friendly stories

CELEBRATE THE 30TH ANNIVERSARY OF AN ICONIC COMEDY THAT DEFINED A GENERATION

THE BREAKFAST CLUB
30TH ANNIVERSARY EDITION

NEWLY RESTORED ON BLU-RAY™ WITH DIGITAL HD AND
ULTRAVIOLET™ & DVD MARCH 10, 2015

Universal City, California, XX, 2015 – An all-time classic from one of the most influential writers and directors in Hollywood history comes to Blu-ray™, including Digital HD with UltraViolet™, and DVD when *The Breakfast Club 30th Anniversary Edition* debuts on March 10, 2015, from Universal Pictures Home Entertainment. Also available on the same date is *The John Hughes Yearbook Collection*, a celebration of the acclaimed filmmaker’s most memorable films, including *The Breakfast Club*, *Sixteen Candles* and *Weird Science*. *The Breakfast Club 30th Anniversary Edition* includes an all-new trivia track and all films come with an array of bonus features and extras that will remind viewers of Hughes’ uncommon understanding of the trials and triumphs of young adulthood.



From pitch to published story

Case study: 30th anniversary of 'The Breakfast Club'



10 reasons why 'Breakfast Club' wouldn't happen today

By: Jayme Deerwester February 14, 2015 3:18 pm Follow @jaymedeerwester

43k shares



MOST POPULAR

- 3.4k shares All the items Lady Gaga's crossed off her bucket list
- 2.4k shares Angelina Jolie looks gloriously happy, healthy after cancer news
- 1.0k shares Carrie Underwood is showing off her baby -- and his hockey skills
- 1.9k shares Daniel Craig's James Bond is in ominously bad trouble in the first 'Spectre' trailer
- 4.8k shares Aw! Prince Charles gets adorably photobombed by Prince George pic
- 509 shares Al Pacino thought his 'Godfather' Michael Corleone casting was a practical joke
- 1.4k shares

Why it worked:
A modern angle
on a 30-year-old
movie



BEFORE WE GET TO THE POOL ...

- **Touch base a day or so before the event**
Ensure things are still on track and ask if they need anything
- **Never talked on camera before? Do a little warm-up**
Incorporate it into practice as a game. After a test set, whip out your smartphone. Who can give the best post-race interview?
- **Video editors will love you for doing two simple things:**
 - ◉ Never speak during the question – even to say “uh-huh”
 - ◉ Recap the question in your answer and use complete sentences



HELP US MAKE YOU LOOK GOOD

- **Lead the camera right to your pool's visual sweet spot**
A day or so before the event, take some test shots to find which area has the best light at that time of day and make suggestions.
- **Got a GoPro camera? Volunteer your services ahead of time**
 - ◉ Who doesn't love underwater footage? If someone on your team has a GoPro, offer to shoot some video or stills for the reporter
 - ◉ If they say yes: Ask which format and resolution they need and when/how they you to send it (e.g. Dropbox, memory card)



AFTER THE SHOOT ...

- **Ask if they have any technical swimming questions**
Let them know you'd be happy to explain anything – either while they're drafting your story or in the lead-up to the Olympics.
- **Ask when the piece will run so you can promote it**
 - ◉ Alert your team where/when to look for it via social media
 - ◉ Post the story to your social media and tag the reporter/outlet
- **Once you establish a relationship with a reporter, maintain it**
 - ◉ Send a quick thank-you e-mail and follow them on social media
 - ◉ Let them know you're still alive – tell them you liked another story