

The Ten Commandments of Pitching a Story*

I) Thou shall know thy audience
(i.e., who are you trying to reach?)

II) Thou shall understand thy media
outlets (i.e., who do they reach and what are
their needs?)

III) Thou shall be precise and concise
with thy pitch

IV) Thou shall be prepared to make the
right people available to a reporter

V) Thou shall be satisfied with singles and
doubles, rather than expect to hit home runs

VI) Thou shall not pitch "angles"

VII) Thou shall not make a promise of
exclusivity to more than one media outlet

VIII) Thou shall not present false,
misleading or unsubstantiated information
in thy pitch

IX) Thou shall not expect the story to be
tailored to thy specifications

X) Thou shall not pout if the answer is
"no" (i.e., ""Sorry, but we're not interested"")

* as handed down from the Almighty to
Mark Dodosh, Editor,
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