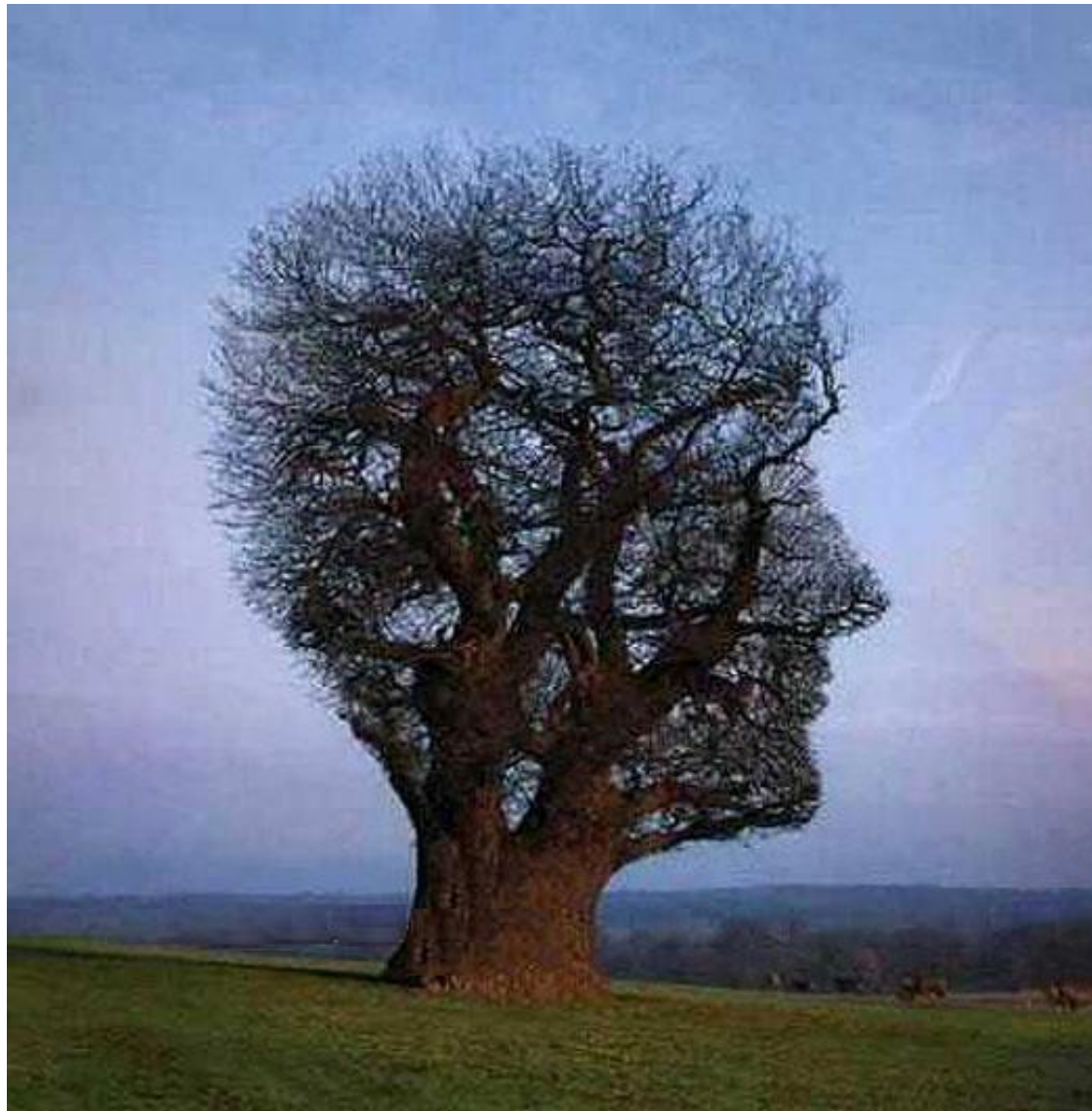


Pitch Perfect

Attracting the Media



Your Targets

- **Kimball Livingston**, All-pro freelancer
- **Craig Leweck**, *Scuttlebutt's* chief butthead
- **Bernie Wilson**, AP newshound
- **Molly Winans**, *Spinsheet* spinstress
- **Dave Reed**, *Sailing World* jefe

What **Craig** wants

- Information of **broad** relevance
- **Timely** reporting of prominent events
- **Riveting** photos and video

What **Molly** wants

- I want... **amazing writing**. And if you're not a literary genius, you'd better have freaking ridiculous OMG bow-to-the-sailing-gods passion. We've got editors, so we can fix mediocre writing but we can't insert passion where there's, meh.
- I want... **funny**. Are you so funny that we could blog your stuff and have it go so viral it breaks the internet? Bring it.
- I want... to hear from more **local people** who've sailed on the Chesapeake—even if just for a season, one precious regatta. If you can bring the story back to that sense of place, even if you live in Alaska, I'll consider it.

What **Kimball** wants

- **Subject line** is key. Do NOT use "Press Release" as your.
- DO channel your inner rock star for a **catchy hook** (but settle for the solidly-informative if the hook just isn't there).
- Make it **clear** at the top, why I care.

What **Bernie** wants

(These would mostly be from PR professionals)

- A **news development** that landlubbers can understand and appreciate, such as a rounding of Cape Horn in a solo circumnavigation or round-the-world race, or the Americans on Team Alvamedica eating turkey jerky and pumpkin cookies on Thanksgiving while sailing in the VOR. Photos help.
- A **good yarn**, such as Zac Sunderland sailing solo around the world or the British Solider entry in the Trans-Atlantic Race in 2011.
- **Truth and transparency.** If something bad happens, don't spin me. Good example of truth: When Team Vestas Wind ran aground in the VOR. Bad example: When Artemis Racing broke apart and Bart Simpson was killed, and AC folks went into a shell.

What **Dave** wants

- The story to be **relevant** to my reader and my DNA. It's racing, not cruising or learn-to-sail.
- A superlative: Make it **compelling**. The best, the most, unique, and evergreen and timeless.
- **Images**: Who's going to shoot it? With planning, we can help.
- **Words**: Who's going to write it? With planning, we can help.

Special Delivery

(methods of pitchology)

- Email: Subject line, brevity, and hook
- Phone: Cold call or email follow-up
- Go postal: Could old be new?
- Phone, again: Follow-up or be forgotten
- Facebook IM: Entre to the community
- Invitation: Come and experience for yourself
- Accommodations: No gifts, but a host will do

The power of images



Onne van der Wal

The power of images



Onne van der Wal

The power of images

- Faces and energy: all sailboats look alike when far away
- Relevance: If it's personality pitch, portraits
- Information: To enhance the story
- Rights free with credit or small watermark
- Captions and identifications, please. Thank you.

“The Pitch”

Here's how it's played:

- Panelists' chairs will be turned.
- Jake (or Amy) will select members of the audience.
- Pitch your story: take the phone: you've got one-minute or less.
- No chairs turn, take a seat.
- If at least one chair turns, you move on. Quick feedback from the panel.
- We'll cap it at four candidates (sorry, see us afterward or call us)
- Elimination round and speed review: by popular vote, two move on to the Final
- Final pitch
- Panel huddles for final vote. While you wait, check the App fill out survey).
- Winner, winner chicken dinner.

Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar**.

Thank you for attending this session