Journalist pitch email template

This is a template you can use to help you write a pitch email to a journalist so that they can cover your story in their publication.

A couple of things to remember:

* You don’t need to have your press release ready when you send the initial pitch email.
* Make sure you have permission from everyone in any photos attached.

Dear Editor [or the journalist’s name if you have it],

Here at [insert organisation’s name] we’ve recently [insert achievement].

I thought you might be interested in this because:

[insert bullet points with three short key messages – keep it relevant to the publication, e.g. highlight the importance to the local community if it’s your local paper.]

Please do get in touch if you’d like any more information. I look forward to hearing from you.

Best wishes,

[Your name]

Example – this is what the email could look like

Dear Editor,

Here at the Royal College of Occupational Therapists, we’ve recently launched a brand new guide for people managing fatigue.

I thought you might be interested in this because:

* Fatigue affects thousands of people in the UK. It can have a huge range of causes, and affects everyone differently.
* We have been working with an occupational therapist, Penny Firshman, who herself experiences fatigue. She co-authored the new guide to help others who are in a similar situation to her. Penny is available for interview.
* Occupational therapists work with people with fatigue to find out which activities are most important to them, and help them come up with practical solutions to be able to do those things. This will usually involve the Three Ps approach: pacing, planning and prioritising.

Please do get in touch if you’d like any more information. I look forward to hearing from you.

Best wishes,

Samantha