

# How to pitch stories to the news media & conduct an interview



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## IDENTIFY MEDIA SOURCES

### East Texas Television Stations

#### Tyler- Longview-Lufkin

KLTV/KTRE

[news@kltv.com](mailto:news@kltv.com)

KETK/Fox 51

[newsroom@ketk.com](mailto:newsroom@ketk.com)

CBS19

[news@cbs19.tv](mailto:news@cbs19.tv)

#### Texarkana- Shreveport

KTAL-NBC

[news@ktalnews.tv](mailto:news@ktalnews.tv)

KTBS-ABC

[pressreleases@ktbs.com](mailto:pressreleases@ktbs.com)

KSLA-CBS

[news12@ksla.com](mailto:news12@ksla.com)

#### Dallas-Ft. Worth

WFAA-ABC

KDFW-FOX

KXAS-NBC

KTVT-CBS



## IDENTIFY MEDIA SOURCES

Newspaper

Radio

Local magazines

Chamber news

Businesses

Churches

Colleges

Civic organizations



## HOW TO PITCH A STORY TO THE NEWS MEDIA



1. Send an email with clear information about the event with the location, date, times, who it benefits or Who? What? Where? Why? When? Follow-up if you don't hear back with a phone call.
2. Decide who will be available at the event for interviews
3. Make sure you have people who you serve as well as a spokesperson for the group willing to speak and be photographed or videotaped.
4. Stories are about people not officials.
5. Media in smaller markets typically like to cover stories in daytime hours between 9 a.m.-3 p.m. but will on occasion attend an event earlier but more difficult to receive coverage for night events or weekends.
6. All stories whether print or broadcast need visuals.
7. If going on a radio program, give the host ahead of time an outline with question suggestions to ask you.



## Taped Media Interview Tips

- Keep your answers short and concise
- Research the topic before the media arrives- have 3-4 points you want to say
- Not sure of a question ask for clarification
- No Comment. If you don't know the answer- say I will look into that and get back with you.
- There is no Off the Record
- Don't get caught saying the wrong thing on a Hot Mic!



# What makes a good TV interview

- Have good energy
- Don't fidget
- Use good facial expressions/ Be careful of distracting movements w/your face
- Maintain eye contact/ not a fixed gaze/ look where they tell you to
- Smile and be happy unless a serious topic/ change based on topic
- No "uhs, ums, like, you know or other fillers



## **Non-verbal communication is just as important as verbal**

### **What to do with your hands**

- 1. Do not have them stiff at your side**
- 2. Do not do the fig leaf**
- 3. Do not place them behind your back**
- 4. Do not twirl a pen, play with your hair or other distracting mannerisms**
- 5. DO place your hands at your waist and use them to talk if normal but in the waist zone**



## How to “sit” during a sit-down interview

- Sit up straight and don't slouch but don't be stiff
- Keep your hands on your lap or use them again around your waist area
- Place your feet on the floor so you don't twitch
- Ladies you can cross your ankles or legs
- Men keep your legs closer together





## Appearance Tips

- Have a clean fresh look if you are going on camera.
- If you wear make-up go for neutral colors that compliment your skin tone
- Make sure your hair/ facial hair is well-groomed
- Make sure your jewelry is not distracting
- No logos on your clothing from waist up that are noticeable except the ETFB logo
- Make sure microphone cords are hidden from the waist up



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# Live TV

- Remain calm/ don't think about it being LIVE
- If you make a mistake, correct yourself on air- No do-overs
- Keep answers short/concise as it's a time segment



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## Radio

- Can be taped or live- same rules apply as TV
- Voice more important, enunciate your words, watch your ums
- Lots of energy



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- **Questions?**
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