

## Story Angles

When pitching a study or event to a journalist, having an interesting story angle alongside the item you're pitching can increase the chances of the journalist covering it. A good story angle helps editors or journalists see how they can use your information in their publication, and eliminates some extra work they may have to do to figure out where your information might fit. The media doesn't care about promoting your initiative unless they believe their readers will care; So, a unique, targeted story angle can help show editors why people will care.

Below are some tips on how to develop an effective story angle:

- **Read the paper.** This helps you see what is making news and understand how to position your information to align with it.
- **Read the publications to which you plan to pitch.** Again, this gives you a good idea of what the publication covers and shows you how to pitch your story to fit into their coverage. Going beyond that, read articles written by the editors to whom you are pitching. This helps you better understand their "beat" and what type of information they are interested in covering.
- **Use the seasons to your advantage.** If possible, tie your story into the current season. Is there a way your study ties into what is happening now, or will be happening when the story might be published (keeping in mind magazine lead times), i.e. back-to-school, summer, flu season, etc.
- **Pay attention to trends.** Information that can speak to patterns or trends are often of interest to the media.
- **Utilize national stories.** Don't be afraid to "piggyback" off of national stories. You can use that interest and develop a local angle to pitch to local media. Think about new legislation, programs, etc. that may impact your industry.