

Media Pitch Writer

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Writes a concise, tailored media pitch to a journalist — subject line, hook, why-it-matters and the ask — for a story angle. Use it to earn coverage. For the release itself use the Press Release Writer.

Purpose of this tool & output

Pitch journalists so they actually reply

How the output is used

Use it to pitch journalists so they actually reply — a media pitch with a clear hook tailored to the reporter beat.

Important cautions

Personalise to the journalist and respect their beat and deadlines.

Companion documents

- PR Strategy Builder
- Press Release Writer
- Media List Planner
- Crisis Communications Plan
- Thought Leadership Content
- Award Entry Writer

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.