Fast Pitch Best Practices

Medium: Online video conference; face-to-face interaction
  ◦ Pitcher must be on video
  ◦ Check your image
    ▪ How is your lighting (backlighting?)
    ▪ What's in your background? (logos are good)

Delivery: Timing and dramatic effect are important
  ◦ 90 seconds max; aim for less
  ◦ One pitch per PIO
    ▪ Colleague from your institution might make a 2nd pitch
  ◦ Sequence and organization
    ▪ Pauses, pace and dynamics improve the performance
    ▪ Build for engagement, foster questions
  ◦ Practice your pitch
  ◦ Speak to the reporter; do not read your pitch

Content: Deliver like a news release, but fast, brief, include visual(s)
  ◦ Include essentials
    ▪ Begin with lead
      • Articulate the story
      • Sell the story, not the frame
    ▪ What makes this important?
    ▪ What is new? Why now? (relation to breaking news?)
      • Publication/meeting
      • Controversy
  ◦ Leave out unessentials, improve story by removing distractions
    ▪ Attribution, titles, grant, etc. do not support the pitch
    ▪ Minimize background, and do not lead with background

Focus: Pitch to the interests, beat, and media outlet of the specific journalist
  ◦ Reporter's medium (print, t.v., radio, web)
  ◦ Quality of reporters' story interest
    ▪ Feature
    ▪ Hard news
    ▪ Particular quirks...

Maximize the medium: Think and show visuals, even for text and radio reporters
  ◦ Practice screen sharing to make it work smoothly
  ◦ Ask colleague to perform your screen sharing
  ◦ You may use Power Point for a slide show for visuals only (please, no text)