MODULE 11: REFERRALS, PARTNERSHIPS, REVIEWS AND PR

Your media starter kit

Lesson: Media relations for small businesses · about 15 minutes

Find your newsworthy angles and prepare the tools to pitch them.

Your business (name, service, main city):

1. **List three story angles from your own business, one each for timeliness, usefulness and data.**

2. **Build a starter media list of ten contacts: outlet, name, beat and one recent story each.**

3. **Write a pitch email for your strongest angle in under 150 words, using the template structure.**

4. **Check your media page against the six-item checklist. What is missing, and who owns the photos?**

5. **Write a seasonal pitch calendar: which stories you will offer, to whom, and in which month.**

Check: can you now

- Identify newsworthy angles in your own business using common news values
- Build a targeted media list and write a short pitch email and media page
- Use coverage after it runs without overstating it, and keep sponsored content clearly labelled

One change you will make this week