

## **WHAT DO REPORTERS WANT?**

- **Reporters want pitches that are on their beat, short and to the point**
- **Reporters like a story that has a clear narrative element involving a specific human being**
- **Television, radio, print, and web reporters all have different needs. Try to attend to them separately.**
- **Reporters appreciate help finding interview subjects who are representative of the story, and who are FUN to write about.**
- **Reporters want to report on something new – something no one has reported on before.**
- **Reporters like honesty, hate spin**
- **Be persistent, but not a pest**