

**Subject: Short, catchy, intriguing – leave the recipient wanting to know more**

Hi [Reporter Name],

Opening: if appropriate, this is where you include a personalized sentence or two – perhaps about some recent coverage by the reporter that caught your eye or which relates to the subject of your pitch. (*See Example 1*) If not appropriate, this is where you set up the problem or challenge your pitch topic / interviewee addresses. (*See Examples 2, 3*)

Paragraph 2: The reason for your pitch (keep it brief)

Paragraph 3-4: Credibility and / or any additional, relevant information

Paragraph 5: The ask

Thank you!  
[NAME]

[EMAIL SIGNATURE]

**Subject: Source for Your Ongoing WFH Coverage**

[Reporter Name],

I've thoroughly enjoyed your recent work on the challenges of working from home. Thank you for covering the topic so well – and for providing truly helpful guidance on navigating WFH successfully.

I wanted to introduce myself and my company to you. Should you need WFH expert sources for any upcoming coverage, please keep us in mind.

My team and I are experts in 'work from home', having offered guidance and consulting to businesses of all sizes making the switch from an office-based structure to a remote one. We've been in the field for five years now and our work has helped more than 70,000 businesses around the country transition to WFH smoothly and effectively.

Relatedly, we recently conducted this [ADD LINK] survey of workers who are new to working from home. The survey explores many topics, including which aspects of WFH have been the most challenging to respondents thus far. I thought you might be interested in the findings.

**Would you be interested in setting up a time to talk, or learning more about our recent survey?**

Thank you,  
[NAME]

[EMAIL SIGNATURE]

**Subject: Do This to Land Your First Big-Name Job**

[Reporter Name],

For many reasons, the journey to finding your first job can be a bumpy one. In particular, the generational gaps that often exist between new job seekers and those in the position to hire them can create conflict, confusion, and lead to missed job opportunities.

With this in mind, Jane Doe, executive recruiter for some of the top Fortune 500 companies, is available to answer the question: **what should first-time job seekers do to secure a job at one of the nation's top companies?** Topics Jane can address include:

- **Rules for successful communication, while job seeking;**
- **Harnessing social media to network successfully;**
- **Knowing when to respect company hierarchy and tradition, and when to speak out;**
- **What to do if your internship experience doesn't match the requirements of your desired position;**
- **The basic – sometimes old-fashioned – workplace norms all employees should understand before starting a new job,** among other topics.

**Would you like to set up an interview with Jane?** If so, please let me know.

Thank you!  
[Your Name]

**Subject: New Survey Explores Impact of WFH During COVID19**

[Reporter Name],

Copied below is a release announcing the findings of a new survey of employees from across the nation who have found themselves working at home for the past seven months, as a result of the COVID-19 pandemic.

The survey asked participants a range of questions, including about the challenges experienced while WFH; the perceived benefits of WFH; how productivity has been impacted, and more. 5,500 employees responded to the survey.

You can access an overview of the findings here [LINK], and can explore the full survey here [LINK].

The press release below includes additional details.

**Would you like to talk with [XYZ] about the findings of this survey?**

Thank you,  
[NAME]