**Sample Pitches to Reporters**

The most personal kind of contact you can have with a reporter is to send them a pitch. Pitches should include a story idea and information about the data and audiovisual elements you can provide to better tell the story. Be sure to customize these pitches and adapt them for email or telephone. Try to make your initial pitch 1-2 weeks in advance and then follow up once or twice with new information about the event as it gets closer. Below are two suggestions of how to pitch reporters about your activities.

**Email pitch**

*Dear [REPORTER’s NAME]:*

*Did you know that falling is NOT a normal part of aging?*

*Yet, falls remain the leading cause of serious injuries and death for older adults. The good news is that falls are preventable and there are proven steps we can take to reduce our risk of falling as we age.*

*[insert dates of Falls Prevention Awareness Week] is Falls Prevention Awareness Week, a nationwide observance sponsored by the National Council on Aging. In recognition of this observance, [ORGANIZATION] is hosting an event locally to get the message out.*

*[DESCRIBE THE EVENTAND WHY ITS NEWSWORTHY AND EXCITING.]*

*The event also will feature a free online falls risk assessment tool available to individuals across the country. Visitors to*[*www.ncoa.org/FallsFreeCheckUp*](https://bit.ly/Falls-CheckUp)*can complete a short survey that screens them for the most common falls risk factors.*

*Please join us on [DATE OF EVENT], for [NAME OF EVENT OR VIRTUAL LINK] to see how participating in Falls Prevention Awareness Week can be life-changing for older adults.*

*I would be happy to talk with you about our programs and services or put you in touch with some older adults who have benefited from them. You can reach me at [PHONE] or [EMAIL].*

*Sincerely,  
[YOUR NAME]  
[EMAIL SIGNATURE or TITLE/PHONE]*

**Phone pitch**

***YOU****: Hello, my name is [NAME, TITLE], and I’m calling from [ORGANIZATION]. Do you have a few minutes to hear about a great event we are organizing here in [LOCATION]? I know you are busy, and I promise to be brief.*

***REPORTER****: Okay*

***YOU****: [insert dates of Falls Prevention Awareness Week] is Falls Prevention Awareness Week, a national campaign to educate older adults, their caregivers, and health professionals about the dangers of falling and the steps to prevent falls. Older adults can assess their falls risk and take steps to prevent them using the online Falls Free CheckUp tool.*

*As you may know, falls are a major cause of serious injury and death for older adults, and the long-lasting effects of a fall are not just physical but also economic and emotional. Therefore, spreading awareness about Falls Free CheckUp and other falls prevention strategies is critical. [ORGANIZATION] is hosting [EVENT AND DESCRIPTION] here in [LOCATION] as part of this national initiative. It’s happening [DATE AND TIME].*

**Scenario 1:** Follow this script if the reporter declines to cover the topic.

***REPORTER****: Sorry, I don’t cover these topics [OR ANY OTHER KIND OF NEGATIVE REBUTTAL].*

***YOU****: I understand. Who else in your newsroom do you think might be interested? I would really appreciate their name, email, and phone, so I can reach out to them. Is there an editor or assignment desk person or maybe your public affairs director?*

***REPORTER****: [Either gives you the names or not]*

***YOU****: Thanks so much for your assistance. Have a great day.*

**Scenario 2:** Follow this script if the reporter expresses interest.

***REPORTER****: Tell me more.*

***YOU****: [THREE POINTS ABOUT WHY YOUR EVENT IS EXCITING, INTERESTING, NEWSWORTHY].*

*I am happy to arrange interviews with a few of the [NUMBER of] participants, as well as [DESIGNATED SPOKESPERSON FROM YOUR ORGANIZATION]. We are also happy to share our online assessment tool that helps people determine their risk of falling and the steps they can take to stay falls free. If you give me your email, I am happy to send you our media advisory and set up any interviews you need before, during, or after the event, and help provide you with any visual elements or background for your story.*

***REPORTER****: Ok, here’s how you can reach me.*

***YOU****: Excellent, thanks for your time. I will send you details as soon as we hang up and look forward to helping you put together a great story. Meanwhile, can I give you my contact information as well? [PROVIDE YOUR CONTACT DETAILS]. Thanks again.*