Media Pitch Language

These templates provide a suggested format for communicating directly with the media when pitching story ideas (following up on a press release and or media alert). These templates include an email pitch letter and phone pitch script.

Email Pitch

Subject: [City] Youth To Provide Service to (Subject)

Hello,

[Eagle/Boy] Scout [Full Name] of [City] is leading the local chapter/lodge of the Boy Scout's National Honor Society in conducting an extensive service project that will benefit XXXXX in XXXXX Community (Org and Community Name). On XXXDay, Date/Month/Date, he is scheduled to (Insert details of the project).

[FIRST NAME] was selected by the other members of the lodge to lead his fellow youth and to lead this project [INSERT BRIEF SENTENCE ABOUT HIS OUTSTANDING STORY HERE].

Insert Details here about what the Arrowman of the Lodge/Chapter did to plan for this event/project (i.e. 200 planning hours, fundraisers raising XX dollars, etc.).

Would you be interested in speaking with [FIRST NAME] as he and his lodge prepare to embark on this incredible project for the community? Please let me know if you'd like to set up a time to talk.

Thank you,

Phone Pitch

Hello, this is [Your Name] and I am a volunteer with the Boy Scouts of America's Order of the Arrow, Scouting's National Honor Society. I've got a really great story to share about an [Eagle/Boy] Scout from [City] who will be leading the local chapter/lodge of the Boy Scout's National Honor Society in conducting an extensive service project that will benefit XXXXX in XXXXX Community (Org and Community Name). On XXXDay, Date/Month/Date, he is scheduled to (Insert details of the project).

[FIRST NAME] was selected by the other members of the lodge to lead his fellow youth and to lead this project [INSERT BRIEF SENTENCE ABOUT OUTSTANDING STORY HERE].

Insert Details here about what the Arrowman did to plan for this event/project (i.e. 200 planning hours, fundraisers raising XX dollars, etc.).

Thank you for your time, we look forward to seeing you Insert Date/Time/Location Details here.

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