



March 2018

Welcome to News with Edge!

Batter Batter Swing: Tips on delivering winning media pitches

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Welcome to News with Edge!



Everybody wants that '15 minutes of fame', in the form of media coverage, an interview or a published article. This month our media guru, Vicki LaBrosse, shares some of her top secret tips on pitching articles for publication. Much of it is common sense, but it's most important to write on topics that you have expertise in and to write about timely issues and challenges. When you're ready for primetime, Edge can help you through the process.

A handwritten signature in cursive script that reads 'Amy Juers'.

Amy L. Juers, MBA

Founder and CEO

Edge Marketing, Inc.

Hey Batter Batter, Swing! Tips on delivering winning

media pitches



MLB is in the midst of spring training, gearing up for the season of a beloved American pastime that signals the start of warm weather to be followed by lazy summer nights at the ballfield. Plenty of sunshine, baseball hats, less outerwear . . . to this native Minnesotan that sounds dreamy. And while I dream, bats are swinging, mitts are catching and an abundance of pitches are being thrown. You'll get arguments on what is the most of important part of the game. It's a team sport – I get it. You can't be making errors in the field. You need to hit the ball and score runs, etc. But really it's all about the pitch. Pitchers need to put the time and effort into their craft to get the results they're looking to achieve.

As a marketer and public relations professional, how I approach and deliver a media pitch to a reporter is not that different than pitching a baseball. Follow these tips....

[\(Read the article\)](#)

About the Author

Vicki LaBrosse, director of global public relations, Edge Marketing, has more than 17 years of marketing and communications experience in both the legal and accounting industries. Vicki works with clients to develop and execute comprehensive PR and marketing strategies that will help grow their business.



Did You Know...?

What makes journalists pursue a story?

According to the **Cision 2017 State of the Media Report** newsworthiness and relevance to a journalist's audience are critical to gaining a journalist's attention. The topics that communicators pitch to a journalist or influencer are more important than how the story is pitched. More than half of respondents said displaying knowledge of past work, interests and beats is what drove an influencer or journalist to pursue a story.

Industry Stories and News

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Upcoming Events

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["Exchange" Compliance & Ethics, April 4, Houston](#)
[AIIM Conference 2018, April 10-13, San Antonio](#)
[Corporate Legal Operations Institute \(CLOC\), April 22-25, Las Vegas](#)
[GDPR: Summit London, April 23, London\]](#)
[Gartner Digital Marketing Summit, May 15-17, San Diego](#)
[Compliance Week 2018, May 21-23, Washington DC](#)
[AVVO Lawyernomics, May 21-23, Las Vegas](#)
[Accountex, May 23-24, London](#)
[EDRM Spring Workshop, May 23-25, Durham NC](#)
[AICPA Engage, June 9-14, Las Vegas](#)
[ACE 2018 - IMA Annual Conference & Expo, June 16-20, Indianapolis](#)
[Iltacon - July 19-23, National Harbor MD](#)
[2018 American Accounting Association Annual Meeting, Aug 4-8, Washington DC](#)

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