

Media Pitch & Op-Ed Template

Module 3.7 - Write Pitches and Op-Eds That Get Published

Media Pitch Template (150-200 words)

Element	Your Pitch
Subject Line:	
Reporter Name / Outlet:	
News Hook (what's happening, where, why now):	
Human Element (who's at the center):	
Data Point (one compelling number):	
The Offer (interview access, documents, photos):	
Your Contact Info:	

Pitch Checklist

Check	Status
Subject line is specific and local (not generic)	Y / N
Opens with news, not opinion	Y / N
Includes a real person the journalist can interview	Y / N
Under 200 words	Y / N
Offers something concrete (data, photos, access)	Y / N

Op-Ed Structure (600-800 words)

Section	What to Write	Your Draft Notes
The Hook (1-2 sentences)	Open with a concrete moment, image, or fact. Not 'I believe...'	
The Context (2-3 sentences)	Why this matters now. Connect to local events or data.	
The Argument (3-4 paragraphs)	Your case: evidence + story. Include one concession to the strongest counterargument.	
The Ask (1-2 sentences)	What you want the reader to do. Keep it incremental and specific.	

Op-Ed Quality Check

Check	Status
Does it open with a scene or fact, not an opinion?	Y / N
Is there one clear concession to the other side?	Y / N
Does it sound like a person, not an organization?	Y / N
Is the ask specific and doable?	Y / N
Would a non-advocate finish reading it?	Y / N

Letters to the Editor: 150-250 words. Respond to something the paper already published. Easier to place than op-eds and signal community interest.