

Sample Pitch Angles for Media, Addressing Students

Things to note:

1. *Teachers are a great source for identifying students who might fit the below criteria.*
 2. *If needed, to preserve a student's privacy use his/her first name only or remain completely anonymous and use the story as an example.*
- Profile students whose dreams are to go to college and literacy programs have helped improved his/her chances.
 - Consider pitching this story to media around the April or May timeframe to capitalize on interest and excitement around graduation. Find graduating seniors to profile.
 - A student who has to overcome major obstacles – illiterate families, learning difficulties, etc. – but is persevering and doing well in school.
 - E.g., “Dom is the only person in his house who speaks fluent English, which means his families are unable to help him with homework, etc.”
 - Interviews with employers of many types and levels who talk about the need for literacy and the value of it when they are hiring.
 - Talk to HR reps from large area employers about job requirements and highlight those that are linked to literacy.
 - Start with industries that are considered blue collar, so as to emphasize the fact that being literate helps with all types of career choices.
 - Leverage timely relevance by approaching media around April or May, near graduation when new crop of young people are getting ready to enter the workforce.
 - A student who is very active at school, but yet still struggled with literacy (**due to the stigma involved, you could look at students who are now in college and doing well, instead of a student in high school who would probably be less likely to tell his/her story)
 - This might be an angle you can pair with the Buddy program (see Event Ideas section) if one of your Buddies is open to talking about his/her personal struggle with literacy in middle school.
 - Talk to your local entertainment editor or book reviewer. See if they would be open to having a student contribute a movie or book review one week or creating a student-led series. Remember, media outlets are looking for ways to engage younger audiences.