

Sample Pitch Angles for Media, Addressing Teachers / Administrators

- Teaching techniques specifically aimed at improving literacy—how have they changed over the years, what makes them effective, how is teaching literacy different than teaching other, more concrete subjects?
 - Talk to long-time teachers and collect accounts of how students’ interest in reading has changed over the years. How their personal approach has changed. What used to work compared to what works now.
- Identify teachers using unique or interesting teaching and/or motivational techniques in or out of the classroom to help improve literacy for different kinds of student groups or programs.
 - A great way to find these stories would be to consider starting a private Facebook group and inviting teachers to join and share their ideas. This would have the dual results of helping you find content to pitch to media and creating an opportunity for teachers to share and learn from each other.
 - Gather student and parent testimonials in support of the teacher and include as an asset available when pitching media.
- The importance of literacy beyond English class—building awareness of how other subjects can help with literacy issues. Emphasizing the importance of not letting students “off the hook” just because it isn’t English class.
 - Talk to non-English subject teachers about the ways in which literacy is important for their field – perhaps in surprising ways.
 - Explore your school’s existing programs – are teachers already doing certain things in their classrooms or programs already in place at the school?
 - Tie to testimonial from HR rep from local company to further demonstrate why expanding literacy beyond English class is so important.
- Leverage popular and beloved teachers and school employees (e.g., athletic coaches) to create interesting and engaging social media content. Create 10-15 second videos to post to social media of teacher answering a fun question (e.g., sharing his or her favorite book growing up or favorite thing to read today).
 - Encourage diverse answers, like Sports Illustrated magazine, to show kids that even teachers read more than just classic novels.
 - You could partner with local media for this idea and have their on-air personalities also create videos.