



Media Pitching Guide

Identify Outlets

We recommend starting with your local news, as they're most likely to pick up your story. Search for outlets and/or reporters that cover mental health, or have done previous mental health-focused stories in the past.

Find Contact Info

Utilize Google and social media to find direct contacts whenever possible. When all else fails, reach out to a general, info@ or Assignment Desk email address.

See Media Training Deck for more tips!

Craft Your Pitch

Keep it short and personal. Introduce yourself and explain why your story matters now, include a timely hook if possible, like OCD Awareness Week.

Prep!

Make sure you're prepared. Go in knowing what you want to talk about, what you're comfortable discussing, and with a few key points you want to make. Practice saying those key points clearly and simply, but don't feel the need memorize specific lines. The best responses will be well-prepared yet organic.

Follow Up

If you don't hear back, send a polite reminder in 5–7 days. If you do and a story is published, make sure to follow up to thank the reporter. Bonus points for sharing the story on social media and tagging them and IOCDF!