

## Tips for Pitching Media Outlets In Advance of National Health Center Week

1. Identify Your Target News Outlets- Make a list of local print and broadcast outlets in your area (TV stations, newspapers, radio and online news).
2. Find the Right Reporters- Look for journalists covering health, community issues, or general assignments and find their emails and phone numbers. If you cannot find the contact information for a specific individual, you can also search for the news outlet's general email/phone number which is usually on the contact page of their website.
3. Send Your Pitch- Update the email template below with the appropriate and accurate details and send it to your email list. Make it timely and include locally relevant statistics, particularly around your CHC's impact on the local population.
4. Follow Up- If you don't hear back within 2 days or so, follow up with a quick phone call and/or second email.

*\*Note: The below email is a template. Please make sure that you update and/or tweak it based on accurate information related to your CHC.*

### Pitch Template

Subject: [Insert state/region name] Health Leader Available for Comment on the Impact of National Health Center Week

Hi [Reporter Name],

National Health Center Week (August 3-9) is not just a time to recognize the crucial role of local Community Health Centers (CHCs) in keeping our [insert state/region name] community healthy, but what we need to do to ensure they continue doing life-saving work.

Because, the truth is, CHCs, including [insert your CHC name], are facing threats to their ability to continue serving our community.

[Insert spokesperson name, title, and organization] is available to discuss:

- How potential budget cuts or funding uncertainty from D.C. could impact access to care
- The need for sustainable funding for health centers like [Insert local health center name], which serves [insert key population stat or location]?
- The unique role their health center plays in delivering care to [insert population, e.g., rural families, veterans, Medicaid patients]
- [Insert any other metrics]

Let me know if you'd like to connect, happy to coordinate a time or provide more background.

Sincerely,

[Your Full Name]

[Your Title/Organization]

[Your Email Address]

[Your Phone Number]