VOLUME 6 ISSUE 6

PR-GUIDE

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Seen & Heard:

How to Get Journalists to Stop Ignoring You

A 2025 data-backed, insight-rich guide for pitching that actually gets noticed.

INTRODUCTION

As a marketing or PR professional, your pitches often go unnoticed while competitors succeed. You might wonder if journalists avoid your emails. This guide explains why your pitches are ignored and how to fix it without costly agencies. It offers practical strategies to craft irresistible stories, perfect timing, and effective outreach.

Think of this as a straightforward playbook to get journalists to open and respond to your emails—no jargon, just proven tactics for 2025's busy media. Each section covers key elements like creating newsworthy hooks and building relationships with reporters. Applying these will turn your outreach into compelling content that earns coverage.



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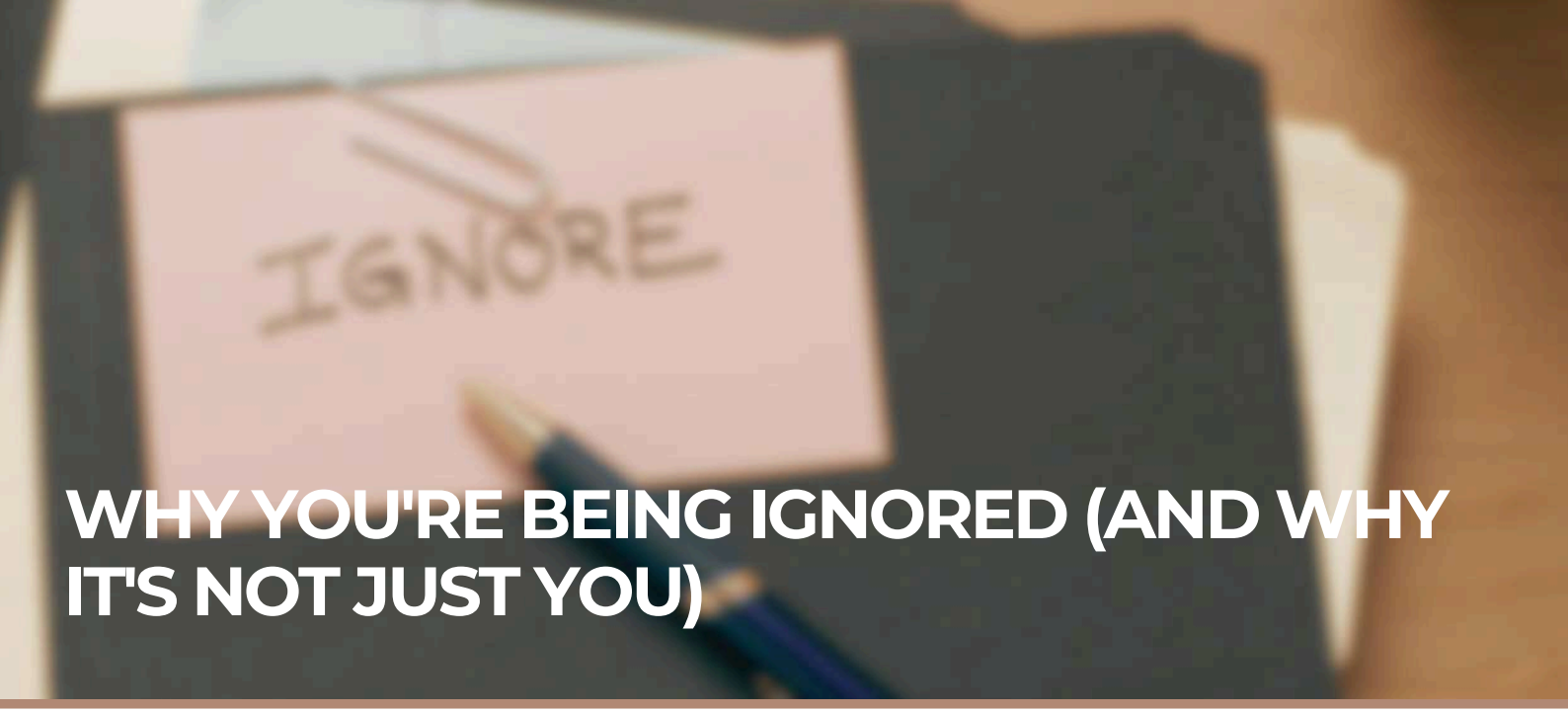
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WHY YOU'RE BEING IGNORED (AND WHY IT'S NOT JUST YOU)

In 2025, journalists receive an average of 50–100 pitches per day, according to Muck Rack's latest State of Journalism Report. Of those, 65% go unread. Why? **Because most pitches:**

- Are mass-sent without context
- Lack any audience relevance
- Bury the story in filler or jargon
- Are addressed to the wrong beat entirely
- Offer nothing new, urgent, or useful

Meanwhile, 79% of journalists say they want pitches that are tailored, timely, and tight—yet only 23% receive them consistently.

Let's fix that.



THE 7 TRUTHS BEHIND GETTING NOTICED (WITH ACTION STEPS THAT WORK)

1. YOU'RE PITCHING WITHOUT A NEWSWORTHY HOOK

"It's not my job to create a story out of your press release. That's your job."
— Senior Tech Reporter, Fast Company

Journalists don't want background—they want why this matters now. This means tying your pitch to:

- A timely industry trend (e.g., "In light of the new SEC ruling...")
- A new dataset or insight
- Cultural relevance (e.g., Pride Month, Earth Day, financial deadlines)

Stat:
61% of journalists said they're most likely to cover a story that ties into a broader trend (Muck Rack, 2025).

TRY THIS:

Use a subject line that places your story in the larger picture:

"Hiring freezes are back—here's how [X brand] is solving the productivity gap"





2. Your Pitch Is Too Long (or Too Boring)

Short isn't just polite—it's strategic. You have 3 seconds to earn the scroll.

Data-backed guideline:

- Subject line: ≤ 9 words
- Email body: ≤ 200 words
- Pitch window: 25–30 seconds of reading time

Structure:

- 1 sentence: the hook (what's new + why now)
- 2 sentences: context & quote
- 1 sentence: why it matters to their readers
- CTA: "Let me know if you'd like images, comment, or early access."

> **Pro tip:** Use bullets for data or product details. If it reads like an ad, rewrite it like a story brief.



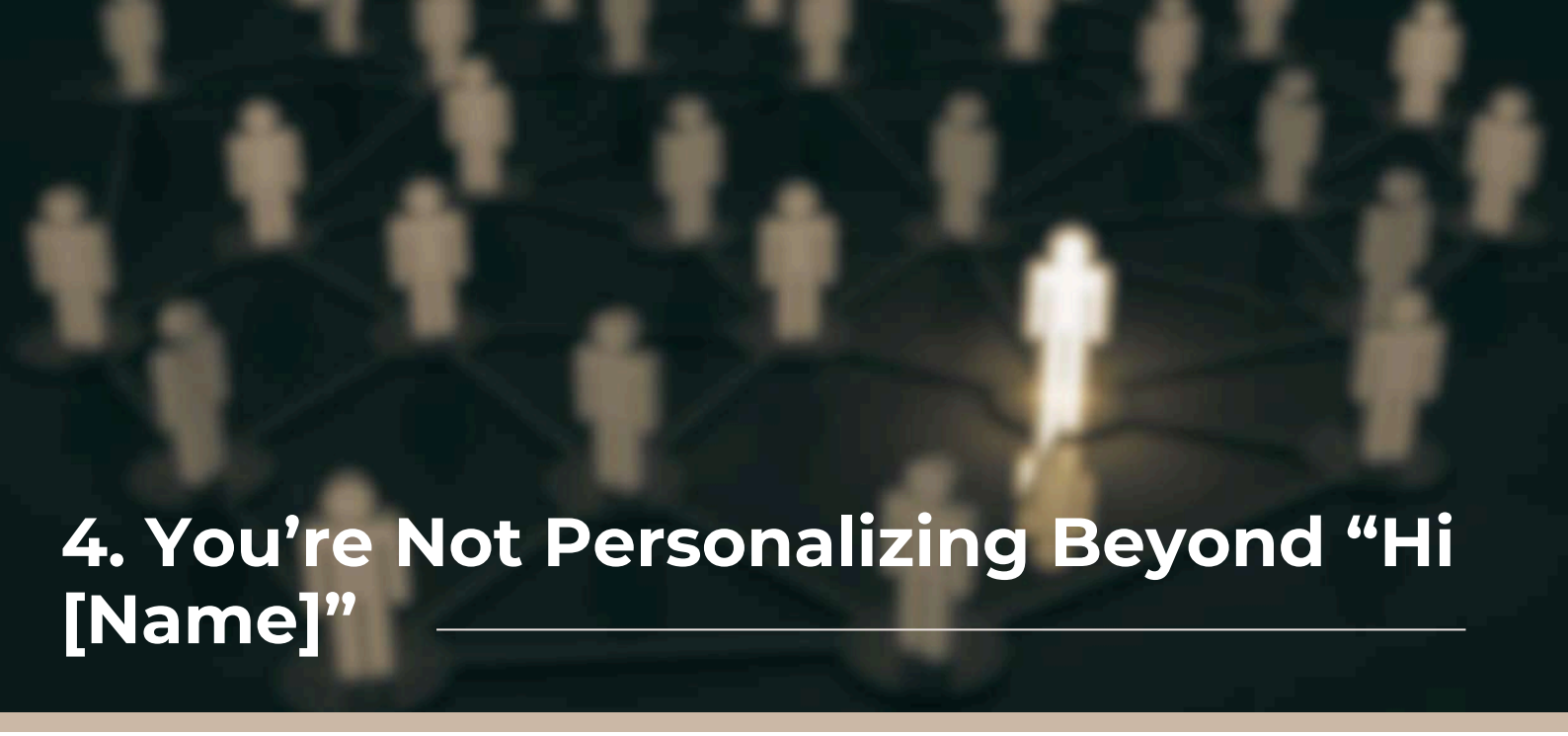
3. YOU'RE SENDING TO THE WRONG JOURNALISTS

Fact: 43% of journalists say they "often" receive pitches outside their beat. (Agility PR Survey, 2024)
This instantly destroys credibility.

Action:

- Before pitching, read their last 3 articles
- Cross-reference their outlet's media kit to understand the target reader
- Avoid dead contacts by using a media database that auto-updates (Agility, Prowly, Muck Rack)

Bonus Tip: Use LinkedIn or X to confirm their role hasn't changed within the last 60 days.



4. You’re Not Personalizing Beyond “Hi [Name]”

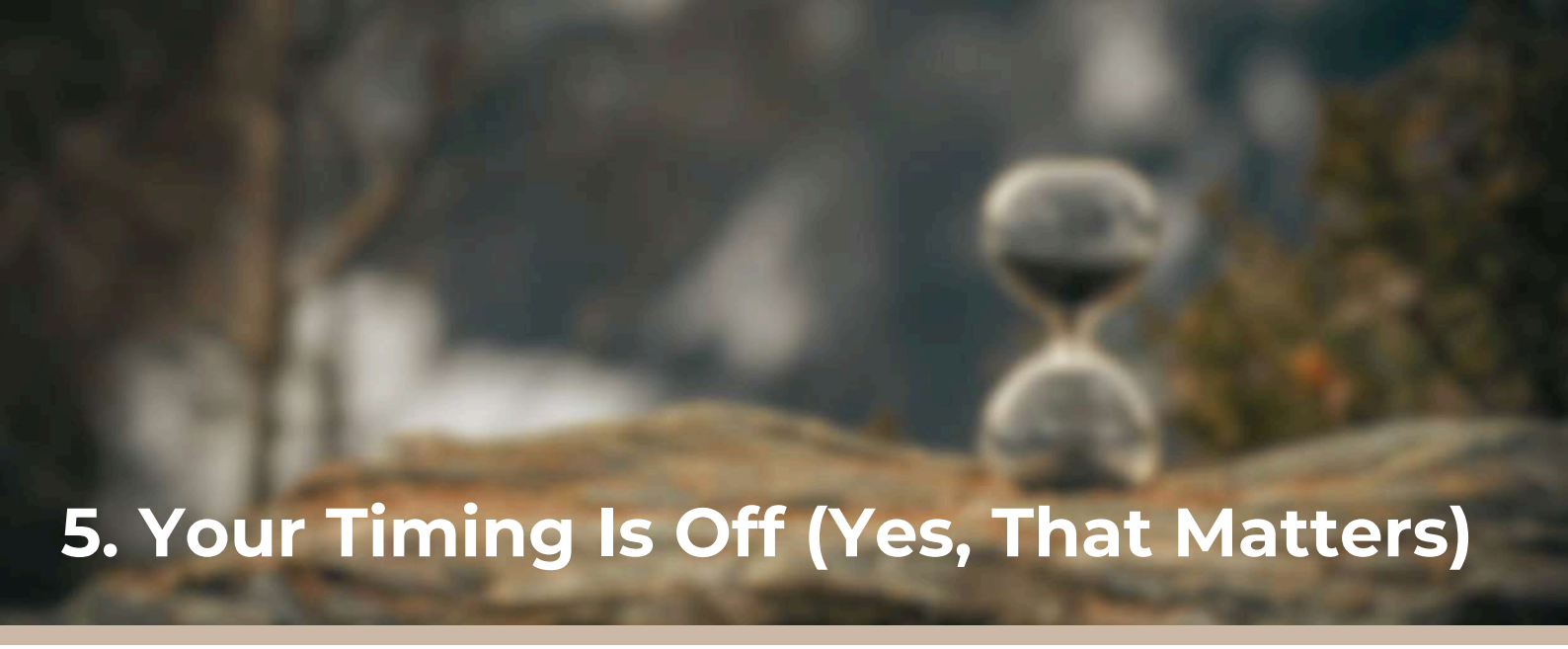
True personalization includes:

- Mentioning a recent article or column they’ve written
- Connecting your story to their coverage interest
- Acknowledging past interactions (“I loved your piece on ___”)

> “If you’re not referencing something I’ve worked on, it feels like spam.” — Reporter, The Guardian

Formula:

Hi Alex—loved your recent piece on [XYZ]. I thought you might find this angle useful as a follow-up...



5. Your Timing Is Off (Yes, That Matters)

When to send:

- Tuesday–Thursday, 8:00–10:30 AM, local time
- Avoid Monday (too hectic) and Friday (low engagement)
- Follow up once, 3–5 business days later, with new info or a fresh angle

Stat:

Pitches sent mid-morning have a 23% higher open rate. (BuzzStream PR Benchmarks, 2025)

Bonus:

If pitching for embargoed news, give at least 48 hours of lead time.



6. YOU'RE NOT INCLUDING ASSETS THAT MAKE THE STORY EASY

What journalists want access to immediately:

- Quotes (attributed + concise)
- Images (at least one web-optimized visual)
- Expert comment (1–2 lines max)
- Data or links to research (especially proprietary)
- Option to speak with a spokesperson

Stat:
72% of journalists say having immediate access to supporting assets increases the likelihood of coverage. (PRWeek Trend Report, 2024)

Best practice:
Link to a press kit or Dropbox folder—never attach massive files.



7. YOU'RE FORGETTING THE HUMAN FACTOR

Building relationships matters more than ever. A journalist you pitch well once will open future emails.

Relationship-building tactics:

- Comment on their articles on social or LinkedIn
- Share their work in relevant Slack groups or communities
- Thank them post-coverage (without asking for anything)

> “People who treat me like a person—not a placement—always get priority in my inbox.”
> — Freelance Features Writer, VICE

TOOLS & TEMPLATES



PRE-PITCH CHECKLIST

- ☑ I know the journalist's recent work
- ☑ I've crafted a 3-line hook
- ☑ I'm offering something timely and relevant
- ☑ I've added one quote or stat
- ☑ I've prepped supporting visuals or assets
- ☑ I scheduled the pitch for midweek AM
- ☑ My pitch is under 200 words
- ☑ It reads like a helpful story, not a press release

PITCH TEMPLATE

(B2B / Thought Leadership Angle)

New Message

To

Subject: [Data] Reveals Surprising Trend in [Industry]

Hi [First Name],

Your recent piece on [Topic] resonated. I wanted to share new data from [Brand] on [Relevant Topic]—we surveyed 2,500 [audience] and found that [Key Insight].

If you're exploring this space further, I'd be happy to connect you with [Name], our [Title], who can share how this impacts [readers/consumers/industry].

Here's a quick snapshot:
- Stat: 42% of [audience] say ___
- Quote: "We're seeing a massive shift in ___," says [Name]
- Visual: [Link to chart or infographic]

Let me know if you'd like the full data or to set up a quick call.

Best,

[Your Name + Contact Info]

Send

REAL CASE STUDY:

Pitch Rebuild That Landed Tier 1 Coverage

Client: Mid-sized AI startup

Old pitch: 400-word generic email sent to 40 tech reporters. Ignored by all.

Reworked pitch:

- 120-word version
- Data-first subject line: “67% of SMBs say AI is breaking—not fixing—their workflow”
- Sent only to 5 journalists who’d written about AI burnout
- Included quote, infographic, and scheduling CTA

Outcome:

- 3 responses within 48 hours
- 1 exclusive feature on VentureBeat
- 17 media mentions in syndication
- 450% spike in referral traffic

READY FOR THE NEXT STEP?

Journalists are not ignoring you to be rude. They're ignoring irrelevant, unfocused, or unhelpful outreach—because they have to.



Want help building media lists, crafting custom pitch strategies, or ghostwriting personalized angles?

Let's talk. Book a clarity call here: [insert link].

If you focus on relevance, brevity, timing, and context, you won't just get noticed—you'll get covered.