

**How to Pitch Your Project to the Media**

Reaching out to local media about your Blue Sky project is a great way to build awareness in your community. Below you will find simple directions to follow, with a timeline for sending media materials using templates provided, sample pitches for calling or emailing reporters, and ideas for building your own media contact list.

**Create a Media List**

You may already have a list of media contacts in your area, but if you don’t, it’s easy to put together. The list below shows outlets to consider and who to contact. You may also refer to the Blue Sky statewide media list with key contacts in cities around Oregon.

* Local Newspapers (daily, weekly, monthly)

Contact the main editor, as well as any reporters who cover environmental issues or organizations like yours.

* Local Television

Contact the assignment editor, or any reporters who have covered stories similar to yours in the past.

* Local Radio

Reach out to news stations or stations that host in-studio talk shows with local guests. The best contact is the show host or producer, or the news director.

* Local Magazines

Some magazines may be interested in your event, but typically have a two-month lead time or longer. Contact the editor or a reporter who covers stories like yours.

**Timeline and Sample Pitches**

**Award announcement:**

* Email the grant announcement press release (see the template we’ve created for you) to share the news of your Blue Sky project with local media—copy and paste text into an email.
* Include pitch below to offer interviews with project participants.
* Subject line: [INSERT ORGANIZATION] receives Pacific Power Blue Sky renewable energy fund award.

[REPORTER/EDITOR FIRST NAME],

At [INSERT ORGANIZATION NAME], we recently learned we are one of a dozen recipients of a 2020 Pacific Power Blue Sky renewable energy fund award to help fund a new [RENEWABLE RESOURCE] installation right here in [CITY]. Because this project allows us to generate our own electricity, we’ll save on energy costs, and that means we can dedicate more of our budget to our core mission of [MISSION DETAILS]. The project will also serve as a model for our community.

Blue Sky is an opt-in program that gives Pacific Power customers an option to match all or part of their energy use with renewable energy -- reducing their carbon footprints and driving demand for new renewable energy in the West. In addition, each year, organizations are invited to apply for a community project funds, which Blue Sky participants can support to help fund renewable energy installations at schools, community centers and arts organizations throughout the region.

Details are in the press release below. Interviews with [NAMES] as well as Pacific Power’s Blue Sky representatives are available. Let us know if we can help set something up.

Thank you,

[NAME]

**Two weeks prior to celebration event:**

* Email the advisory (see the template we’ve created for you) to announce upcoming event — copy and paste text into an email
* Include intro pitch below
* Subject line: Media invited to welcome [PROJECT NAME]

[REPORTER/EDITOR FIRST NAME],

[INSERT CITY] will welcome its newest renewable energy project later this month, and media is invited to attend.

Please mark your calendar for [DATE], at [LOCATION] starting at [TIME] for the celebration. The event will feature [LIST EVENT HIGHLIGHTS] and an opportunity to talk with key project participants.

The project is funded by Pacific Power’s Blue Sky Block program participants. Blue Sky is an opt-in program that gives Pacific Power customers a simple and powerful way to support additional clean, renewable energy in the west and its Block option helps support projects like this one in our community by helping us to support clean, renewable energy through Blue Sky, which aligns with our core mission of [MISSION DETAILS].

Details are in the media advisory below.

Thank you for your consideration,

[NAME]

**Three business days prior to celebration event:**

* Resend the advisory (see the template we’ve created for you) to announce upcoming event — just copy and paste into email.
* Include follow-up pitch below
* Subject line: This [DAY]: Community welcomes [PROJECT NAME]

[REPORTER/EDITOR FIRST NAME],

We are just a few days away from our celebration event to welcome [CITY]’s newest renewable energy project and would like to confirm if you will join us.

The event will feature [HIGHLIGHTS OF THE EVENT]. [SPEAKERS/DIGNITARIES] are scheduled to appear. Some key media opportunities include [LIST ANY KEY VISUAL ATTRIBUTES OR KEY INTERVIEW OPPORTUNITIES].

The project is made possible by Pacific Power’s Blue Sky Block participants who help grow renewable energy and support projects like this one in our community.

Please let us know if you think you can attend. We will also follow up by phone before the event.

Thank you for your consideration,

[NAME]

**One day before event:**

* Resend the advisory (see the template we’ve created for you) to announce upcoming event—just copy and paste into email.
* Include follow-up pitch below
* Subject line: Tomorrow at [TIME]: Community welcomes [PROJECT NAME]
* Call each outlet to see if they’ll be coming

[REPORTER/EDITOR FIRST NAME],

Tomorrow is the official kickoff of [PROJECT NAME] with an opportunity to learn about the community impact of this project.

The event will feature [HIGHLIGHTS OF THE EVENT]. [SPEAKERS/DIGNITARIES] are scheduled to attend. Some key media opportunities include [LIST ANY KEY VISUAL ATTRIBUTES OR KEY INTERVIEW OPPORTUNITIES].

The project is made possible by Pacific Power’s Blue Sky Block participants who help grow renewable energy and support projects like this one in our community.

Please let us know if you can join us.

Thank you for your consideration,

[NAME]

**On event day:**

* Call TV stations to confirm who will attend (many will wait to decide until 10 a.m. on event day)
* Print copies of the event press release and Blue Sky fact sheet (see templates) to provide to any media attending.
* Following event, send the press release by email to any media outlets that did not attend.
* Include the message below, offering images and interviews.
* Subject line: [ORGANIZATION] reveals new [RENEWABLE RESOURCE] installation today

[REPORTER/EDITOR FIRST NAME],

Please find the press release with details about [CITY]’s newest renewable energy project at [ORGANIZATION]. Approximately [NUMBER] people attended the event today. Highlights included [EVENT HIGHLIGHTS] and visits by [DIGNITARIES].

We have photos we can provide for your use, and would be happy to connect you to [NAMES] for an interview, if you are interested.

The project is made possible by Pacific Power’s Blue Sky Block participants who help grow renewable energy and support projects like this one in our community.

Thank you for your consideration,

[NAME]