



SAMPLE PITCHES FOR LOCAL MEDIA

Pitch 1

(Organization) is currently implementing the Raising A Reader program, a well-respected children's literacy program that is marking its 20th anniversary this year. There are currently more than (#) families in (city) that are participating in the program and we thought it would be of interest to you for a story. Unlike other literacy programs, this one is based on engaging parents to help their children develop, practice and maintain literacy habits critical for a child's success. Raising A Reader is a national nonprofit organization that has reached more than 1.7 million families across the country during the past 20 years.

(If there is a launch or special event, insert date, time, location and what is going on.)

We would be happy to provide you with additional information about the issue of children's literacy specific to (city) and can provide you with an expert resource on the subject. Reader is impacting families in (city).

Pitch 2

The (city) area has been having issues with children's literacy, which is reflective of a nationwide problem. To address this, the (local organization) has implemented a program called Raising A Reader.

Kids get to bring home books to read with their parents and then exchange them every week for new ones. The program provides guidance to parents on how to implement home literacy routines using the new books that come home every week. Raising A Reader is one of the leading non-profit organizations in the country that addresses the issue of children's literacy. Their programs are implemented at more than 3,000 public schools, libraries, community agencies and after-school programs across the country.

I can arrange for you to speak with the head of Raising A Reader, the person who coordinates the program, parents and kids. We also have research and data that we'd be happy to provide regarding children's literacy in your area.

Pitch 3

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There is an abundance of research that shows a direct and proven relationship between family engagement and the academic growth and development of children, including social competence and relationships, cognitive development, communication skills, literacy



development, vocabulary growth, expressive language and comprehension skills. Many of a child's literacy habits and abilities are formed before the age of 8. Children who are not reading at grade level by the time they are in the third grade have a significantly lower chance of ever catching up.

(Add any specific information that is unique to the market/situation/organization).

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