



**LIGHTS
CAMERA
EXPERT**

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YES PILE, NO PILE

Now let's go through a few good and bad pitches. We've changed all the names, products and titles, of course.

Here are a few that land in the "YES" pile:

GOOD PITCH #1

Here's an example of a GOOD PITCH; it is very specific and we know what to do with this expert right off the bat:

Subject: 4 Foods to Help You Get More Shuteye

Dear Paula,

My name is Sleeping Beauty — I'm a sleep specialist in Miami and I answer a lot of the same questions from my patients, many of which I think your viewers would be interested in hearing:

- what four foods to eat to get a better night's rest
- best gadgets and apps to get some Z's
- debunking myths about sleep
- and how to makeover your bedroom for optimal sleep

Here's a recent media clip where I talk about the benefits of napping. Please let me know if you'd like me to elaborate on any of these ideas.



PRODUCER'S TAKE:

Solid pitch: This is clear, easy to read and gives me some ideas of specifics that you can speak to. A producer would definitely inquire further about this expert.

GOOD PITCH #2

Here's another one that knocks it out of the park. It uses the concept of the news hook — which is key when getting a producer's attention.

SUBJECT: Coachella's dirty secret

Hi Paula,

My name is Alice in Wonderland and I'm an addiction specialist in Los Angeles. Next week the music festival Coachella kicks off and every year the drug rate among festivalgoers becomes more of a problem. Drugs like Molly, LSD, cocaine and opioids are abused during this weekend.

I can comment about the long-term effects of a weekend "trip," immediate health consequences, signs of addiction, treatment options and more.

Here is a clip of me speaking on a local station about the growing heroin problem in suburbia. Please let me know if you'd be interested in any of these topics.



PRODUCER'S TAKE:

News hook: This is a great example of using a news hook to pitch. Coachella is a festival that only happens once a year — so when it does this expert capitalizes on it. Smart.

Here's a few examples of BAD PITCHES that land in the "NO" pile.

BAD PITCH #1

This is what we call the NON-PITCH PITCH. There's nothing newsworthy about it; it's just a waste of time.

Subject: Radiation oncologists available

Hi Paula,

This year, it is estimated that there will be 1.6 million newly diagnosed patients with cancer. Many of these patients will be advised to undergo radiation treatments as it's the most commonly used treatment plan to combat cancer.

ACME Radiation Services of North Carolina has treated many cancer patients throughout the years.

If you're working on a story on radiation treatments, I would be happy to connect you with one of their certified and experienced radiation oncologists.

Let me know if you'd like to discuss radiation treatments further with one of these experts.

Thanks so much for your consideration.



PRODUCER'S TAKE:

- **Who is the expert?** While this comes from a publicist who represents a radiation facility, she never mentions what the expert can speak to, if that expert has any media experience or the specifics she can talk about.
- **Why do I care?** This is essentially an advertisement; it serves to promote their business, but gives me no idea, no suggestion, no exciting hook to make this compelling to me now.
- **No hook:** A better pitch would have a hook. So maybe you lead with the fact that a celebrity was just diagnosed with cancer or that there are new advances in how radiation is performed. And then give an opinion about treatment options.
- **No stance:** What is your take on radiation — is it helpful, harmful, is it more effective than other treatments? Tell me your opinion.

BAD PITCH #2

We consider this pitch a tease, because it doesn't tell us anything!

Subject: Natural way to get a "Hollywood Smile"

Hi, Paula -

Everyone wants an A-list smile, but how far are you willing to go?

Getting veneers is expensive, and even after the years of appointments, procedures and replacements, the teeth might never truly resemble your natural smile.

The solution? The Whiten Up Method.

Developed by leading Beverly Hills orthodontist Dr. Whitey Toothman — this natural method to teeth straightening is designed to give patients the "Hollywood Smile" they're looking for without the years of painful procedures.

The best part...you get to keep your teeth!

Would you be interested in speaking with Dr. Toothman? We'd love to connect you.



PRODUCER'S TAKE:

- **Catchy subject line:** It's important to grab a producer's attention right away with an interesting subject line. Natural way to get a Hollywood smile — we'd open that.
- **You're teasing, not telling:** They talk about the Whiten Up method, without EVER saying what the method is or involves! Not a word! That means they're trying to get the producer to ask, and this counts as making a producer jump through hoops. Bad idea.
- **No bio or video clips:** These are essential to a pitch and they are missing here.

BAD PITCH #3

The problem here is this is a NON-SPECIFIC PITCH.

Subject: Story for you?

Hey...I might have a story for you. The launch of a new association that focuses on plant-based foods — which shows how mainstream it's becoming. I would set up an interview with the Executive Director and she would give some stats on how more people are incorporating plant-based foods into their diet, and possibly get some high res photos of some examples. Interested?



PRODUCER'S TAKE:

- **Missing information:** There's so much missing from this pitch it's hard to get a handle on it. It doesn't say which association we're talking about or how it's focused on plant-based foods? Who's the executive director and has she done any media? Don't refer to stats you "would" have in the future; share them now. That's what's interesting!
- **Confusion = no:** Don't hold back. Just come out and tell me what I need to know. Tell me what the association is and why it matters. I have no idea what this is, and remember, if there is any confusion — it's always a no.
- **Get a new spin:** Plant-based eating is not new, so you should have a pretty compelling idea about how you're going to make this worth watching, right out of the gate.

BAD PITCH #4

Here's one of my favorite bad pitches — it's just TOO RIDICULOUS.

Subject: Just in time for marathon season a solution to your problems

Hi Paula, hope all is well.

'Marathon Season' is about to sprint off. There are more than 200 marathons across the country in the next two months. With runners gearing up and getting ready to take on the distance, how can they put their best legs forward?

Your viewers might be interested in how to get rid of unsightly varicose and spider veins before the big race. Dr. Spider can talk about easy, quick and painless procedures that can get rid of these unsightly veins before marathon day.



PRODUCER'S TAKE:

Really reaching: Ok it's not the worst pitch ever — but it's really a stretch. It works too hard to put a hook in there for marathon season. It's just kind of ridiculous. Pegging this on spring break or summer season would be a better bet.

BAD PITCH #5

Producers hate when experts pitch a RECURRING SEGMENT before they've even been booked once. It happens all the time — and it's bad form.

Subject: A regular women's health segment?

Paula —

I recently have embarked on a big project with several other female doctors on women's health.

It got me thinking that it would be a great idea to incorporate a recurring segment devoted to women's health issues on your show.

Would love to chat with you about it.

What better than a female doctor who walks the walk and talks the talk?

I have included several clips as well as my reel, but there are many more on my website as well.

Looking forward to chatting.

Dr. Margie



PRODUCER'S TAKE:

- **No introduction:** First off this person didn't do a good job of introducing herself. We don't know what her specialty is or what kinds of women's health issues she talks about — let alone what she thinks of those issues.
- **Missing information:** What "big project" is she talking about? Why not just tell me, let me in on the secret? Otherwise, you're shutting me out and I have nothing to go on.
- **Gave producer homework:** She expects the producer to click on the link she gave and do homework about her. Don't give a producer homework. It is your job to tell her why she cares about this.
- **Too pushy:** She'd like to do a recurring segment? Of course she would. Who wouldn't? Don't ask a producer to go steady with you before you've met for your first date. Let THE PRODUCER be the one who suggests a recurring segment. That's earned after you show your worth as an expert.