

A media pitch is outreach to get a specific reporter at a specific outlet interested in your story. Do online research to make sure your story idea is a good fit for the reporter's interests and the outlet's audiences. Keep the pitch as concise as possible, and make it easily scannable with bullet points, bolding, etc.

Media Pitch Example

Hi [Reporter Name],

I'm reaching out to share a rare good-news extreme weather story. It's an especially important story for Tribal audiences, so naturally we wanted to reach out to you.

The Mandan, Hidatsa and Arikara Nation (MHA Nation) in North Dakota this summer opened its first-ever Emergency Operations Center.

This EOC is the first of its kind in Indian Country—and it's even unique in its offerings among non-Native EOCs. It's increasingly critical in the face of climate-caused weather events.

We'd love to talk about a story profiling this work, and what it means for the MHA people as well as those in surrounding communities and across the Great Plains.

A quick summary:

- The brand new EOC building is now **staffed 24/7** as a central **hub of coordination and control during large scale disasters and complex emergencies.**
- One-third of the facility is dedicated to **woodland fire management.**
- It also includes:
 - indoor and outdoor training spaces to **increase the readiness of Tribal, local, county, state and federal partners,** and
 - the first FEMA-rated storm shelter on the reservation.
- The MHA staff have developed standard operating procedures and best practices they are now **sharing with other tribal nations.**
- Finally, **the EOC staff is also specially equipped to handle crises with Murdered and Missing Indigenous People** and includes an in-house canine unit.

Before COVID, there was no EOC. When the pandemic hit, MHA Nation Chairman Mark Fox created a task force to respond from a tiny office in the back of a gymnasium. Chairman Fox ordered the task force to help everyone in their jurisdiction, regardless of Tribal membership, and from there, the effort grew.

There's a great story here on standing up this team and this groundbreaking EOC quickly, and how they work in the field on incident management when disaster strikes. There's also a great piece on their partnerships with other tribes and non-Native partners.

I would love to have you speak with Chairman Fox and EOC Director Emily Sitting Bear.

Thanks, [Reporter Name]!

[Your Name]