**REPRIEVE Outreach Toolkit**

**Media Pitch Template for Print, Radio and TV**

**How to Use This Template**

A story about REPRIEVE in a local news outlet can go a long way to reaching potential participants and growing enrollment at your site. Consider reaching out to your institution’s press office to ask for help in preparing a “pitch” to local media.

Media “pitches” are short proposals that can encourage local media to highlight REPRIEVE in their news coverage. Pitches can include a press release or weblink to direct the reporter or producer to more information. These can be sent at any time but may have the most impact if connected with a news event, such as an upcoming community event seeking to educate area residents about HIV and heart disease or an observance like Heart Health Month in February.

To use this template, replace highlighted sections with information specific to you, your site and the media outlet you are contacting. Feel free to add or delete information based on what might be of interest to your local media. Have all relevant parties at your site review the release to ensure the content is accurate. When you are finished, remove the “TEMPLATE” indicator at the top of the page and send to local media along with a link to a press release or the body of the release pasted below your message [see Press Release Template].

To send your pitch, find local reporters’ contact information in bylines on the web, reporter/producer profiles and “Contact Us” webpages. Many news organizations have a news department or tip mailbox. You can also search for and contact journalists through social media. Make sure you are reaching out to local reporters; many local news organizations use wire services, such as the Associate Press (AP), who are affiliated with national or international organizations. Reporters in these bylines are probably not associated with your local news outlet. If you can, try to contact reporters and producers who have covered the topics of HIV and/or heart disease before. Leading with a compliment about a recent piece he or she has produced—especially if it relates to these topics—can be a nice touch that will help your pitch stand out.

**TEMPLATE**

Hello [NAME of REPORTER/PRODUCER],

Effective medications mean [AREA] residents living with HIV can live longer and healthier lives—but unfortunately, serious health risks remain. People with HIV experience heart disease nearly twice as often as people without HIV even while receiving effective HIV treatment.

People in [AREA] are helping solve this problem. They are playing a role in helping people living with HIV worldwide by participating in [REPRIEVE](http://www.reprievetrial.org/), an international clinical trial testing a method to prevent HIV-related heart disease in both men and [women](http://followyourheart.reprievetrial.org/).

With HIV presenting a significant health issue in [AREA] and worldwide, your [READERS/LISTENERS/VIEWERS] might like to learn more about the complications of this disease and how their neighbors are making a difference.

Let me know how I can help tell this inspiring story! I’m happy to connect you with interviews and supply more information.

Thank you,

[YOUR NAME]

[YOUR CONTACT INFORMATION]