

The Art of the Pitch and More: What Journalists Really Want (Ragan Media Relations & Measurement Conference Session)

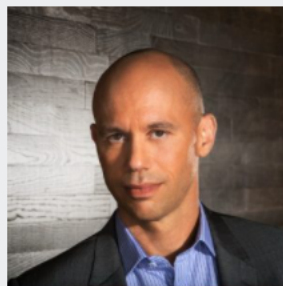
April 7 @ 1:40 pm EST

[Register](#)

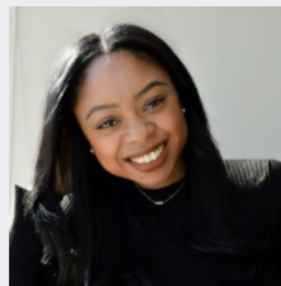
Join [Aaron Kwittken](#) (he/him) at the **Ragan Communications and PR Daily Virtual Conference: [Media Relations & Measurement](#)** to hear Brianne Garrett, Marcus Riley, and Ilana Kaplan weigh in on the art of the pitch.



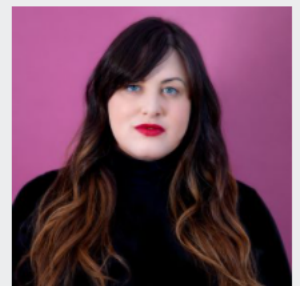
Marcus Riley
Senior Director of Content Strategy
The E.W. Scripps Company



Aaron Kwittken
Founder and CEO
PRophet



Brianne Garrett
Reporter, Editorial Lead,
For(bes) The Culture
Forbes



Ilana Kaplan
Lifestyle Editor
Dottedash

In this panel, ask questions and gain valuable insights into

what reporters really want, so your next pitch can reach its target—and everyone wins.

You'll learn:

- How to pitch in a shifting and uncertain landscape dominated by crises including COVID-19, social unrest and more
- Ways to build lasting relationships with reporters and position yourself as a trusted partner for stories
- The story hooks that get journalists interested—and email subject lines that entice clicks
- The types of content and information reporters are looking for—and the best channels and times to get those resources to them