

AIPP MEDIA PITCH STRATEGY/GUIDE

For Secretariat, Mos and Programme Partners

WHAT IS A MEDIA PITCH?

A media pitch is a proposal about a story sent to editors, journalists and media reporters. This proposal usually contains a summary of the story, why it is important, and the value it will bring.

The ultimate goal of a media pitch is to get media outlets so hooked on your story that they decide to cover it. Such media pitches are almost always sent through email, although they can also be done through social platforms or by phone. Its precursor is to build a sharp news sense in news gathering, whether platforming experts or voices from the ground and front or where all the action is so that those in a position of making sustainable change are constantly given information to make informed decisions. But why should you do it at all?

If your issues are tabled, it's bound to get more eyes on it. If it's targeted well enough, you will also engage new allies, donors, advocates and evangelists. Essentially, media pitching is your ticket to spreading the word about your product/project, in this case raising and highlighting issues.

Since your pitch letter will convey the importance of your story, along with special details that can catch a reporter's eye, it can make or break your success. There are however, a few important pointers to make your media pitch stand out from the ambient noise. Here are some questions to ask yourself while finetuning your pitch:

1. Does it have a compelling story angle?
2. Is it likely to appeal to the target group or news publication?
3. Solves a problem or is a value addition?
4. Provides critical and key insights or takeaways to ignite minds and galvanize action?
5. Is it also a pitch of the organization as a subject matter expert?

However, a successful media pitch is NOT a press release. It's an email that you'll send to a hand-picked list of targeted media, pitching them a specific news/ feature story or interview topic based on your organizational focus. While brainstorming pitches, the thumb rule is to KISS! (Keep It Simple, Stupid)

The Objective

- Need #1: Organizational visibility

- Need #2: Advocacy
- Need #3: Thought leadership
- Need #4: Brand awareness
- Need #5: Brand positioning of AIPP and THE voice of IPs in Asia

The Opportunity

- Goal #1: AIPP and MOs become pool of published writers
- Goal #2: Establish top of mind recall with editors for go to on indigenous affairs in the media
- Goal #3: Regular writing will tilt the narrative and advocacy in favour of IPs by IPs among peer groups, potential donors, allies and stakeholders

The Solution

- Recommendation #1: Training and capacity building of all stakeholders in developing a sharp news sense
- Recommendation #2: Integrate the skills to pitch and write in all programmes to enhance the objectives stated above
- Recommendation #3: Monitor the outreach through articles published in mainstream and independent platforms including those on social media to report to donors on enhanced visibility and narratives
- Recommendation #4: Pitch the reports and opinion columns in reports to donors for future funding
- Recommendation #5: Amplification of ground coverage and issues, news and features (indigenous knowledge, spiritual practices, gender, sexuality, lifestyle, innovations, trends, opinions) by us IPs

Rationale

- Research
- Market opportunities
- Alignment with mission
- Current resources/technology

EXPECTED RESULTS

Long- and short-term benefits to AIPP and the IP movement in Asia as news and data gatherers for mainstream and independent media which will lead to conversation starters, advocacy, strengthen the movement and build platforms for future global and regional partnerships.

QUALIFICATIONS

AIPP's unique selling propositions are:

- Unique point #1:

The Asia Indigenous Peoples Pact (AIPP) is a regional organization founded in 1988 by Indigenous Peoples with movements as a platform for solidarity and cooperation with a proven track record and legacy.

- Unique point #2:

- ✓ NGO in Special Consultative Status with the UN Economic and Social Council (ECOSOC)
- ✓ UN Convention on Biodiversity
- ✓ World Intellectual Property Organization (WIPO)
- ✓ Green Climate Fund (GCF)
- ✓ UN Framework Convention on Climate Change (UNFCCC)
- ✓ UN Environment Programme (UNEP)
- ✓ AIPP is also a member of
- ✓ International Land Coalition (ILC) and Global Environment Facility NGO Network

- Unique point #3: AIPP envisions to deploy the following integrated areas of engagements through the lens of six strategic programmes:

- ✓ Capacity development that strengthens indigenous leadership, organisational building & management, improves skills, systems and resources
- ✓ Advocacy, dialogues and networking to enhance the rights and voices of IPs
- ✓ Knowledge management through timely data capture, analysis and delivery of high-quality knowledge products that enable innovative solutions
- ✓ Partnership and coordination between AIPP, MOs & global partners
- ✓ Institution building, monitoring and evaluation