

PSA Pitching Tips

Client: Canadian Association of Speech-Language Pathologists and Audiologists

This document offers instructions for CASLPA members on how best to pitch to their local daily and weekly newspapers.

1. Compile Newspaper List

Compile a list of newspapers (weeklies and dailies) in your area and research the contact information (email addresses and telephone numbers) for the editor, publisher or whomever is responsible for deciding which PSAs will appear in the publication. Please note that editors and publishers of **daily** newspapers should not be contacted as these papers most likely have a dedicated person responsible for advertising.

2. Make Introductory Calls

Make an initial pitch call before sending your PSAs to the newspaper. Use this preliminary call to verify your contact information and open the lines of communication between you and the publication. Ask for information about any PSA submission requirements and inform them that although you will be sending PDF documents, the ads are also available in .EPS format.

3. Deliver the PSAs to the Newspapers via Email

Prepare a draft email template to be used for sending the PSAs to newspapers. Allude to your earlier phone conversation in the intro and use this opportunity to shed light on your organization, the PSA campaign and why it is important for the local public to be exposed to your PSA. Regions that have identified a large number of local newspapers may want to consider a “blast” email distribution. Although personalized emails are preferred, time restraints may prevent you from sending an excessive number of emails. The “blast” email’s content will be similar to the regular email; however you will not be able to establish a personal connection with the newspaper. **Remember to always use the Bcc field when sending your “blast” email.**

4. Make Follow-Up Calls

If needed, place follow-up calls to confirm reception of the PSAs, reiterate the significance of your campaign and ensure they have all the necessary materials to print the ad. (Please note that various-sized .EPS files of the PSAs are available by contacting pubs@caslpa.ca. (We can’t mention the FTP site without providing instructions how to access/download)

5. Measure Success and Share Best Practices

Ask your contacts at the newspapers to provide you with information about where and how many times they will print your PSA. Compile the findings to share with the CASLPA national office by returning the fax back request form. We also encourage those of you who have achieved success with different pitching approaches or original initiatives to share your tips with other members.



405 – 350, rue Sparks Street
Ottawa, ON K1R 7S8
(t) (613) 233-9191
(f/t) (613) 233-5880
www.deltamedia.ca