MRT_PR Accelerator Workshop Workbook_25.3.25v4.indd 116 26/3/2025 9:11 AM

MURRAY TOURISM
PR ACCELERATOR
PUBLIC RELATIONS UPSKILLING PROGRAM

BEFORE YOU PITCH

Google the journalist	Check out their social media	Pay attention to where they live and what they cover
Make sure you're pitching to the right person	Know / Consume their product	Have a clear story angle
Spell their name and title correctly	Know your audience	What's your end goal?