YOU DON’T HAVE TO BE A CELEBRITY TO MAKE THE NEWS
SHARE YOUR PKU STORY WITH YOUR LOCAL MEDIA!

WHAT IS LOCAL MEDIA?
Local media includes your local news station, radio programs and community newspapers.

WHY IS IT IMPORTANT TO GET COVERAGE IN MY LOCAL MEDIA?
• Local media is more likely to feature a story about a local resident.
• More Americans trust their local newspaper or television station more than national media outlets.
• Your state and federal policy makers read your local newspaper and watch your local television station.

HOW DO I SHARE MY STORY WITH MY LOCAL MEDIA?
Find your local reporters:
• Make a list of 3-5 outlets, their email addresses and phone numbers. If you live in a small town like many of us, you may only have one media outlet. That’s okay!
• Don’t know your local media outlets? Just Google “[YOUR AREA] local media”. Try to find the reporter that has written similar stories or who covers health and/or politics. If you can’t find a specific reporter, the general info@ or tips@ or general phone number will do.

Send them your “pitch”:
• A story pitch is a description of a potential story and why it matters. A pitch can be delivered verbally or sent via e-mail.

Your story pitch should include:
• Mention that you are a local resident with PKU.
• Why your story is important now (Lack of insurance coverage for medical foods, and the impending Medical Nutrition
Equity Act that needs urgent support from Members of Congress).

- The main points of your story- PKU diagnosis, medical foods, and why the Medical Nutrition Equity Act is important to you. (No more than 3-4 sentences).
- Facts about the disease or issue- (be sure to localize the facts to your community as much as possible).
- A personal connection (Look up the reporter. Are they a parent? From your home town?)
- Your request that they cover your story (and help bring light to your important issue).
- A photo relevant to your story (you and/or loved one with PKU, medical foods, etc).
- Your name and contact information.

WHAT’S NEXT?

You are not guaranteed to get coverage from a news outlet by just one email. Don’t be nervous about following up. Reporters need good story ideas. If you haven’t heard back in 2-3 days, try resending your email or give them a call right after sending your email, while it’s still fresh. Follow the reporter on social media and interact with them in order to help build a relationship.

MY STORY GOT COVERED! NOW WHAT?

Let us know if your PKU story has been covered by the media and NPKUA will share your story on our social media outlets!

For questions or further guidance, please contact Kylie Barber at KBarber@Everylifefoundation.org.