

Client: The Greater Good Collective

Assignment: Develop a series of media pitches to generate traditional/legacy media coverage (i.e. print, broadcast), new media (i.e. blogs) and trade media coverage for The Greater Good Collective by promoting its various programs.

Media Pitch #1: Local (North Texas/DFW) mainstream print outlet. This pitch should focus on the launch of the barista training program.

You can pick any mainstream print outlet (such as a general interest magazine or major daily newspaper or a weekly newspaper) that covers a category which makes sense for the client (i.e. business, lifestyle, etc.). The pitch MUST include 4 to 5 of the essential building blocks of an Announcement media pitch, and one of those MUST be the “supporting facts” building block.

- Highlight each building block within the pitch and identify/label it below the pitch.

- Assets
- CTA
- Unique POV
- Supporting Facts
- Hard News
- Human Interest
- Timeliness
- Sources

Outlet	Reporter	Why is reporter a good target?	When do you want this story to appear in the media outlet?	When will you pitch it?
Dallas News	Victoria Baeza Garcia	Garcia has covered related topics regarding the nonprofit sector in the past.	This story can appear sometime in August for National Nonprofit Day.	I could pitch this sometime in July.

Subject: **Embargo 8/01?** New Pathway Out of Houselessness: Barista Training Program Launches This Fall

Hi Victoria,

Hope your day is going well. I wanted to reach out to you to see if you’d be interested in learning more about The Greater Good Collective, a social enterprise organization, and its upcoming launch of a Barista Training Program.

The Greater Good Collective was developed by The Presbyterian Night Shelter to support those transitioning out of houselessness. The collective runs a community thrift store, donation center, and boutique, all with the goal of helping people rebuild their lives. Now, they are opening a Barista Training Program called “Greater Grounds” launching this August. This program is a paid, employer-ready pathway to train baristas while providing them with crucial supportive services they need, like mental health resources, program check-ins, and guaranteed interviews upon completion of the program.

During August, we also celebrate National Nonprofit Day. I believe this day could be a unique way to highlight the efforts of nonprofits everywhere as well as Greater Grounds. I appreciate you taking the time to consider learning about this initiative. If you think this would be a good fit for you, let me know so I can set up an interview with you and a trainee within the next few weeks.

Thanks,

Eliana Washington

Media Pitch #2: REGIONAL (within Texas, but outside of the DFW Metroplex) print outlet. This pitch should focus on a REGIONAL aspect related to the launch of the barista training program. (Examples: workforce shortages, service industry pipelines, economic mobility, second chance employment, social enterprise as an economic model, hospitality industry, coffee industry, reducing homelessness, skills-based training, etc.)

You can pick any mainstream print outlet that covers a category which makes sense for the client and/or the program and is located outside of North Texas. The pitch MUST include 4 to 5 of the essential building blocks of an Announcement media pitch.

- Highlight each building block within the pitch and identify/label it below the pitch.

Outlet	Reporter	Why is reporter a good target?	When do you want this story to appear in the media outlet?	When will you pitch it?
The Texas Tribune	Paul Cobler	Cobler has experience covering related national concerns like socioeconomic factors, political forces, and how they impact Texans.	This story can appear in the media anytime this year.	I could pitch this content at any point from April to August.

Subject: Pathway to Employment: New Barista Training Program by Greater Good Collective

Hi Paul,

Hope your week is off to a great start. As you know, the unemployment rate in Texas has been steadily increasing. I've come across some of your coverage on The Texas Tribune and was particularly struck by an article you wrote about slowing job growth across the state. Of course, the elements causing the slowing will not change immediately, but let me introduce you to an organization making a difference anyway.

The Greater Good Collective is a social enterprise created by The Presbyterian Night Shelter. The collective owns three businesses (boutique, thrift store, donation center) that plan to make a significant impact on the community. Its mission is to support individuals transitioning through houselessness and provide measurable economic and social return.

This August, the collective will be launching Great Grounds, an employer-ready pathway for people to get paid work experience while provided with mental health resources, crucial career skills, and guaranteed interviews for select cafes upon completion of the program. This pathway, will be of interest to your readers because its an opportunity to increase employment and boost the state economy.

I will provide you with The Greater Good Collective's website to help you get a better understanding of their work and mission.

This could be a great way to shed light on an impactful initiative. Let me know what you think so I can set up an interview and some of those we serve within the next week or two.

Thanks,

Eliana Washington



Media Pitch #3: Local (North Texas/DFW) broadcast outlet. This pitch should focus on the launch of the barista training program and be customized for the media outlet/broadcast aspect. You can pick any mainstream broadcast outlet that covers a category that makes sense for the client. The pitch MUST include 4 to 5 of the essential building blocks of an Announcement media pitch.

- Highlight each building block within the pitch and identify/label it below the pitch.

Outlet	Reporter	Why is reporter a good target?	When do you want this story to appear in the media outlet?	When will you pitch it?
CBS News Texas DFW	Mateo Gamboa	This reporter covers a lot of local news, info, and events.	I would like this story to appear in the media outlet at any point from May to August.	I could pitch the content in early May.

Subject: Pathway Out of Houselessness: New Paid Barista Training Program

Hi Mateo,

Hope your day is going well. I wanted to reach out to you to see if you would be interested in learning more about The Greater Good Collective, a social enterprise organization, and their upcoming launch of a Barista Training Program.

The Greater Good Collective was developed by The Presbyterian Night Shelter, aka the largest provider of services supporting those transitioning out of houselessness in all of Tarrant County. The collective runs a community thrift store, donation center, and boutique, all with the goal to help people rebuild their lives. Now, they are opening a Barista Training Program, and the first cohort launches this August. This program is a paid, employer-ready pathway to train baristas while providing them with crucial supportive services they need, like mental health resources, program check-ins, and guaranteed interviews upon completion of the program.

I appreciate you taking the time to consider learning about this initiative. If you need any assets or want to learn more, let me know.

Thanks,

Eliana Washington