



News Cycle Analyzer

Use this sheet to analyze what's happening in the news right now to determine if it's the right time to pitch your story!

	CBS	ABC	NBC	FOX	Paper	Radio
Top Story						
2nd Story						
3rd Story						

Key:

All matching: WAIT! Unless you're confident your story is bigger

3-4 matching: Consider waiting or adapting your pitch

2 matching: Absolutely, pitch your story! Pick the best time and show and use a creative pitch

0 matching: Pitch away!

Insider Media Relations™

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