

HOW TO PITCH THIS STORY LOCALLY

A Step-by-Step Guide for Faces & Voices of Recovery Alliance Partners

Embargo lifts: May 6, 2026 at 9:00 AM ET | Questions: Tim Sullivan | 732-816-0239



FACES & VOICES
OF RECOVERY

ADVOCATE. ACT. ADVANCE.

1 Download Your Media Kit

Access the full media kit from the link shared on today's call. It includes:

- **Press Release** — the official announcement, ready to send
- **Fact Sheet** — the top 10 numbers reporters need to know
- **RCO Pitch Letter Template** — your customizable local pitch email
- **Full Survey Report** — for background and deeper data

2 Personalize the Pitch Letter

Open the RCO Local Pitch Letter Template and fill in every bracketed field:

- **[ORGANIZATION NAME], [CITY/REGION]**, your name, email, phone, and website
- Add your **local recovery programs and services** (peer support centers, housing, helplines)
- Note any **recent or pending funding cuts** affecting your community (SAMHSA grants, state budgets, Medicaid)
- Insert **local outcome data** — overdose rates, people served, waitlists, housing beds
- Identify a spokesperson from your RCO and a **person in recovery** willing to be interviewed on record

3 Adapt the Press Release

While the press release can go out as-is, it's advisable to add a local paragraph:

- Insert one short paragraph after the first quote with your local context
- Mention your organization by name and what you do in the community
- Add a local quote from your executive director or a person in recovery
- Keep the embargo in place: **do not send before May 6, 2026 at 9:00 AM ET**

4 Identify Your Local Media Targets

Think about who covers health, community, or human interest in your area or who has covered your work before:

- **Daily newspapers** — health reporter or community desk
- **Local TV news** — health segment producer or assignment desk
- **Local radio / NPR affiliate** — health or public affairs reporter
- **Local digital outlets**, newsletters, or neighborhood news sites
- Search recent bylines: who wrote about overdoses, Medicaid, or mental health in your city?

5 Send the Pitch Email

Use as much of the RCO Pitch Letter as your email body as you like. A few tips:

- Paste it directly into email — **do not send as an attachment**
- Attach the **Fact Sheet** as a PDF (one page, easy to skim)
- Keep your subject line sharp: **"EMBARGOED: New survey — what it means for [YOUR CITY]"** After May 6, remove the word "Embargoed"
- Send to one reporter per email at a time — personalize where you can - you can send to multiple people as long as they are separate emails
- Follow up once, 24–48 hours later, if no response

6

Offer an Interview & Be Ready to Talk

If a reporter responds, be prepared with two or three local points:

- Your organization's role in the community and who you serve
- One concrete example of how funding cuts or access gaps affect real people
- Your ask: what you want policymakers, employers, or the public to do
- National support: Patty McCarthy (Faces & Voices CEO) is available — contact pmccarthy@facesandvoicesofrecovery.org

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Share What You Get

If your pitch results in a story, please let Faces & Voices of Recovery know:

- Email coverage links to pmccarthy@facesandvoicesofrecovery.org and T3Shamrock@gmail.com
- Share on social media and tag [@FacesAndVoices](https://www.facebook.com/FacesAndVoices)
- Your story helps build momentum for the national campaign

Media kit and materials available at: <https://facesandvoicesofrecovery.org/america-is-ready-for-recovery/>

National contact: Patty McCarthy, pmccarthy@facesandvoicesofrecovery.org, 202-737-0692