**How to Pitch RDOG Day as an Editorial Topic for Your Local Newspaper**

Responsible dog ownership can be a viable topic for a small to mid-market newspaper, especially if there have been any dog related issues in the news recently.

As a non-profit organization you should expect to get a fair chance of having your story pitch being considered. Begin by calling and enquiring who writes the editorials - it may be one person (most likely in a small market) or they may have an editorial board.

Once you have a name you’ll need to call and set up an appointment. If you have a twitter account you may want to tweet the person you need to contact - many media people will respond to direct messages through Twitter faster than any other mechanism.

**The Pitch**
Be well prepared for your pitch meeting and try to tie in your Responsible Dog Ownership story/event with the bigger picture related to dogs in the community. The National CKC RDOG Day event should be the platform for the broader story with your local event as the tie-in to the paper’s readership.

Remember to bring along any promotional materials you have. A sample press release, letter, poster, flyer and media alert are all available for you to use.

**Points you should try to include:**RDOG Day is a national initiative of the Canadian Kennel Club, intended to educate and inform the public about responsible dog ownership and the beneficial role that dogs can play in our community.

We all support Dangerous Dog Legislation, however we do not support Breed Specific Legislation (BSL) which includes dogs based on their type or breed that are not dangerous, while excluding others that are.

Safety – because the majority of dog bites happen to children, it is important to teach them how to safely behave around dogs.

Talk about the positive impact that your club or organization has on the community. This could include volunteering, fundraising and organizing shows and trials that help the local economy.

**Win or Lose You Have Options**If your pitch is successful please let us know via email, twitter or facebook. We’d love to follow up with a good news story. If you’re unsuccessful you can always write and submit your own ‘Op-Ed’ piece for the newspaper or send in a letter to the editor. Best of luck.

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