

# ***PRESS PASS TO JPM***

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## KEY TAKEAWAYS

**1**

### **Tailored and Timely Pitches**

Each journalist has unique interests and styles. Customize pitches to match these, focusing on relevance and timeliness, particularly around significant events.

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## KEY TAKEAWAYS

**2**

### **Storytelling Is Paramount**

A compelling narrative can elevate pitches. Data matters, but a well-told story that resonates with a reporter's specific audience can truly make an impact.

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## KEY TAKEAWAYS

**3**

### **Unique Approach to Trends**

Be mindful with trends. Pitches should stand out, especially in crowded spaces like AI.

Innovate in how you relate your story to current trends for improved reporter engagement potential.