Telephone Pitch

Carolina Forest Chronicle

Steve Robertson

(843)-236-4810

When calling the Carolina Forest Chronicle, I was transferred to Steve Robertson for the pitch.

Me: Good Afternoon Mr. Robertson, this is Mary Tingen. I was wondering if you had a few seconds to hear an interesting story that I really think your readers will be interested in dealing with the economy.

Steve: Shoot

Me: Johnson Furniture Company has hired 20 new employees due to a new partnership with Coastal Rental Properties. I have names of the new employees that are willing to be interviewed if you are interested. I thought your readers might like to hear some positive news about the economy instead of the same old negative news that is seen on every front page. Give your readers a refreshing and inspiring change.

Steve: I like it; be looking for an email.

Me: Great, Thank you for your time Mr. Robertson

Steve: Bye

Me: Bye