

SHARE YOUR STORY

A SOUTHWEST MICHIGAN STORY PITCH MEDIA GUIDE

PRIMARY FOCUS

-  **News**
 Statewide
 Countywide
-  **Video Focused**
-  **Audience Specific**
-  **Audio Focused**
-  **Arts & Culture**
-  **Solutions Based**

GENERAL PITCHING GUIDE

- ✓ **Be concise** - journalists are busy
- ✓ **Lead with the news** - what's the story and why now?
- ✓ **Provide real people** - not just officials or press releases
- ✓ **Include contact info** - make it easy to follow up
- ✓ **Know the outlet** - tailor your pitch to their focus, [see tips!](#)
- ✓ **Be available** - respond quickly to interview requests
- ✓ **Think visually** - offer photo/video opportunities



Focus: Statewide nonprofit, nonpartisan news covering Michigan politics, policy, education, health, business, and environment. Deep-dive, data-driven reporting on how state decisions impact communities.

Contact: bridgemi.com/staff

Tip: Policy implications & solutions



Focus: Quarterly youth-led magazine featuring stories by African American girls exploring Kalamazoo and the world through the Merze Tate Explorers program. Focuses on positive community stories, youth perspectives, and travel journalism.

Contact: contact@merzetate.com

Tip: Youth & community impact



Focus: Monthly arts, culture, and lifestyle magazine for Greater Kalamazoo. Profiles of interesting people, cultural events, arts coverage, and community celebrations. In print and online.

Contact: editor@encoremagazine.com

Tip: Arts, culture & lifestyle focus



Focus: General news, breaking news, sports, business, courts, and community issues across Kalamazoo and Southwest Michigan. Covers everything from crime and local government to human interest stories.

Contact: kznews@mlive.com

Tip: Clear headlines & key facts upfront



Focus: Spanish-language biweekly newspaper serving the Latino/Hispanic community across Southwest Michigan. Community news, cultural events, and issues affecting Latino residents.

Contact: newopinionnews@newopinion.net

Tip: Latino/Hispanic-focused



Focus: Nonprofit, hyperlocal news startup for all of Kalamazoo County. Mix of watchdog journalism (holding power accountable) and positive community stories. Daily news roundup email newsletter plus original reporting.

Contact: tips@nowkalamazoo.org

Tip: Hyperlocal Kalamazoo stories



Focus: Nonprofit open media hub for Greater Kalamazoo where people share local government, arts, and community stories that build civic connection. Provides video training, tools, and distribution across cable, streaming, and online platforms.

Contact: stories@publicmedianet.org

Tip: Visual story opportunities



Focus: Solutions-based online news magazine covering entrepreneurship, creative culture, urban development, and positive change in Kalamazoo and Battle Creek. Focus on people and organizations making impact.

Contact: contact@secondwavemedia.com

Tip: Solutions focus & impact



Focus: Nonprofit civic news magazine based in Three Rivers covering Southwest Michigan. Solutions-oriented journalism focusing on local government, community issues, arts, culture, and rural communities.

Contact: editor@watershedvoice.com

Tip: Solutions focus & civic engagement



Focus: Student-run independent newspaper covering Western Michigan University campus news, events, entertainment, sports, and local Kalamazoo community issues.

Contact: westernherald.com/site/contact ([form](#))

Tip: Campus/student-focused



Focus: Student-run freeform FM radio station at WMU (since 1952). Eclectic music mix (alternative, jazz, hip-hop, electronic, world, experimental), plus news, sports, community/campus info.

Contact: widrfm.org/contact ([form](#))

Tip: Audio/on-air interview opportunities



Focus: NPR affiliate focusing on local, state, and national news; in-depth local reporting on community issues, politics, health, education, and the environment. Mix of news, talk, and classical music.

Contact: newsstaff@wmuk.org

Tip: Audio/on-air interview opportunities

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