

## **Story Pitch Example**

**Background:** While working for Oceana, I took on an independent story pitching project where I interviewed Oceana field team members and drafted personalized story pitches based on our discussions. I sent these pitches to regional news outlets and coordinated all subsequent communication and scheduling between interested outlets and the field team member.

Below is one of the pitches I wrote and secured news interviews and placements with. The resulting news articles can be found at the following links: [Miami Herald](#), [FIU News](#)

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### ***Wave of Change: Local Activist Fights to Protect Ocean, Reduce Plastic Pollution***

*By Claire Griffin*

We all know that the past year has had no shortage of tragedy and heartache, and good news can sometimes seem few and far between. But there are everyday heroes in each of our communities, and local ocean activist Cat Uden is a great example of someone making a difference.

Cat Uden of Hollywood, FL can be found most mornings scouring her local beach for plastic. On sunnier days, she's out on her paddle board, enjoying encounters with manta rays, sea turtles, manatees, sharks, dolphins, and fish. To Cat, each day on the water is like a little "thank-you" from the ocean, making those hours spent calling elected officials, attending city council meetings, drafting proposals, organizing community events, and fighting for change, absolutely worth it.

In the past, Cat was a teacher for 15 years in Broward County's elementary schools. But like many Floridians, she always spent as much time on the water as she could and made sure to give back by attending beach cleanups and making individual choices to reduce pollution. But when each day on the beach held more plastic than the last, and when more of her time was spent picking up trash than racing during her paddle board competitions, it became clear to Cat that individual action could only get us so far: a larger-scale solution was undoubtedly needed, and she was ready to fight for it.

Now an unstoppable force on Oceana's grassroots team, Cat has led in the promotion and passage of countless environmental policies and plastic ordinances across South Florida. When she saw room for improvement in her city's sustainability programs, she became a member of the Sustainability Board. When outdated laws restricted paddle boarding in her area, she fought to get them changed. When her local legislators were presented with choices to either protect or threaten the marine ecosystem, she invited them to join her on a paddling tour, showing them firsthand all the ocean has to offer their constituents. And when Cat discovered a decades-old, never-before-enforced local ban on nonbiodegradable containers, she rallied her community to demand the law's full implementation in 2018, making Hollywood the only city in Florida where businesses and properties are required to operate plastic and foam free.

All in all, if the phrase "getting things done" was a person, I have no doubt that person would be Hollywood's own Cat Uden. That's why we want to share her story, and we hope you feel the same. After an entire year of bad news, Cat's inspiring story of determination and positive change may be exactly what your readers need.