

Media Pitch — IV Hydration on Phoenix Streets

Original Email That Generated an Emmy

Portfolio Work Sample — Liz Sahadi Smith

Collection

Media Intelligence & Relational
Capital

Engagement Type

Media Relations, Reporter
Outreach

Format

Direct Email Pitch

Recipient

Local Television News Reporter,
Phoenix (name withheld to
protect source relationship)

Submitted

Summer 2024



Outcome: The reporter covered the story. The resulting coverage contributed to more than **500 media placements** and **\$18M in earned media value**, verified by Cision. The reporter was awarded an **Emmy** for the reporting.

How to Read This Piece

Work Submission

This is an original work submission: the actual pitch email that initiated a national media story. The document includes the original text, a strategic annotation of why each element worked and a note on what the result demonstrates about pitch architecture and relational capital at scale.

What This Shows

- Breaking news instinct
- Pitch architecture under radical constraint
- Earned media conversion at scale
- Relational Capital Stewardship in practice
- The ability to generate institutional narrative impact from a single well-timed, well-framed communication

The Pitch

This email is **96 words**. It generated an **Emmy**.

The Email

Subject: Innovation and Compassion – IV Fluids Administered on Phoenix Streets

Hi [Reporter],

Healthcare nonprofit Phoenix's central street medicine team has launched an innovative and compassionate effort to combat heat-related deaths in Maricopa County. Starting today, we're administering IV fluids directly to individuals facing homelessness on the streets. With **645 heat-related deaths last year**, this initiative aims to keep people hydrated, healthy, and out of the ER. In just **two hours this morning**, our team administered **four IVs in 102° heat**. It's an incredibly powerful story of how innovation and compassion are making a tangible difference in our community. Would love to chat more if you're interested!

Best, Liz

96

Words Total

The entire pitch

4

IVs Administered

In just two hours

102°

Heat

Temperature on the streets

645

Heat Deaths

In Maricopa County last year

Why It Worked — Pitch Architecture in Four Elements

1

Timeliness

"Starting today" and "this morning" place the reporter inside an active news moment — not a scheduled announcement, not a media advisory sent 48 hours in advance. The pitch was sent while the program was happening. That is not a media strategy. That is **news instinct**.

2

Specificity

Four IVs administered. Two hours. 102 degrees. 645 deaths last year. Each number is verifiable and each one makes the story more real. **Specific facts create a story the reporter can already see before they pick up the phone.**

3

Low Friction

There is no formal ask. "Would love to chat more if you're interested" is the close — a conversation, not a commitment. The register is direct, warm and reporter-to-source. **It matches the pitch itself.**

4

A Frame, Not Just a Fact

The subject line pairs **innovation** with **compassion**. That is not accidental. It tells the reporter what kind of story this is before they open it — and it is a story that plays in every media market, not just Phoenix.

Relational Capital Stewardship Made Visible

The result — **500-plus media placements**, **\$18M in earned media value** and an **Emmy for the reporting team** — did not come from a media database blast. It came from a relationship real enough that the reporter opened the email, took the call and committed to the story.

- ⓘ Relational Capital Stewardship is the practice of managing media relationships as institutional assets rather than as transactional contacts. The **91% award win rate** and **544 national media placements** cited in this portfolio came from knowing what makes a story and knowing how to put it in front of the right person at the right moment in the fewest possible words.

This pitch is the proof of that.

About Liz Sahadi Smith

Strategic communications executive with **25 years of experience** architecting institutional narrative, governing AI-era brand reputation and building resilience infrastructure for organizations operating under high public scrutiny.

Narrative Arbitrage — Category Engineering

Engineered the climate-adaptive healthcare category to bypass political friction and generate **\$18M in earned media value**. The category was adopted by partner organizations statewide.

Algorithmic Brand Governance

Architects organizational Share of Model strategy, ensuring authoritative citation status in AI-generated outputs and governing how institutional reputation is synthesized across media and information platforms.

Resilience Architecture — Reputational De-risking

Designs crisis communications infrastructure that outlasts staff transitions and survives narrative hijacking. Built systems that achieved **143% positive sentiment** across 113 consecutive days of record heat and contributed to the first heat death decline in a decade.

Relational Capital Stewardship

Manages high-value media and institutional relationships as balance-sheet assets — PBS/WETA documentary feature, coverage in The New York Times, Reuters, AP, NPR, BBC and Politico. **91% award win rate** — **20 wins from 22 submissions**.

Growth Operations — Narrative ROI

8x donation increase in one week: \$15,000 annually to more than \$100,000 in seven days. Verified by Chief Development Officer. **544 national media placements** generating \$18M in earned media value, verified by Cision.

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Liz Sahadi Smith — Strategic Communications — Phoenix, Ariz.