

Kevin Purdy

12 Nine PR Pitches that Actually Worked on Me, a Cynical Former Tech Reporter

About dot me

- **Developer Relations (blog!) at Tailscale**
 - **Note: not a comms/PR guy!**
- **Formerly writer at:**
 - **Ars Technica, iFixit, Wirecutter, Fast Company, Fortune, Popular Science, Men's Journal**
- **Syracuse > Buffalo > D.C.**
 - **Go Bills**

1. Provide early/beta access (and play it up)

#Deadline

#Snacks

GeForce Now Ultimate first impressions: Streaming has come a really long way

At its best, Nvidia's cloud-based service feels like an extension of your hands.

KEVIN PURDY – JAN 19, 2023 9:00 AM | 126

ANNOUNCING RTX 4080 SUPERPOD FOR GEFORCE NOW

64 TFLOPs – 5X Xbox Series X

Full Ray Tracing with DLSS 3

AV1 Encoding

New Reflex 240Hz Competitive Mode



2. Help them count to three (or five)

#Deadline

#Lazy



Three bizarre home devices and a couple good things at CES 2025

January 11, 2025 · Article at Ars Technica



Five Strategies for Finding Out-of-Stock Parts

February 08, 2022 · Article at iFixit



Three Ways Europe is Pushing the Circular Economy Forward



Three Plants that Give You Better Indoor Air



3. Direct dev access (what could it hurt?)

#Unique

#Depth

4. Buck the "total solution" trend

#Snarky

#Unique

**5. Junket or site
visit (they can sell
their boss)**

#Snacks

#Ambitious



6. Real users or customers who will speak

#Unique

#Deadline

THEME ALERT:

Detail is the soul of narrative

7. Precision target their beat *correctly*

#Snarky

#Ambitious



A photograph of a young man with glasses sitting at a desk, looking at a computer monitor. The desk is cluttered with several stacks of Mountain Dew cans, a keyboard, a mouse, and various other items. In the background, there are more computer monitors and a large tower unit. The scene appears to be a home or office setup from the late 1990s or early 2000s.

8. Fridays & holiday weekends: a tricky wicket

31 7:40 AM

9. If it's a video, send a transcript

#Non-video

#Deadline

3 bonus pitches: thepurdman.com/3more

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ThePurdman.com