Story Pitch Form

Here is a sample “pitch” form. All journalists have to answer these questions before their story is approved

* STORY NAME:
* FOCUS: **WHAT IS THE BIG QUESTION** YOU ARE SEEKING TO ANSWER?  SO FAR BASED ON YOUR RESEARCH, WHAT DO YOU THINK THE ANSWER IS?
 *[What’s your focus? Usually in the form of : Why is something bad happening and who is to blame?]*
* HOW DOES YOUR STORY FIT **OUR SPECIFIC MANDATE**?
* WHO ARE WE **HOLDING TO ACCOUNT** — AND FOR WHAT?
* WHAT MIGHT BE THE **ONLINE NEWS HEADLINE** FOR YOUR STORY?
* WHO IS YOUR MAIN PROTAGONIST?
* WILL YOU HAVE ANY EXCLUSIVE INTERVIEWS OR INFORMATION?
* WHAT WILL SHOCK, OUTRAGE OR ENTERTAIN PEOPLE THE MOST?
* WHAT IS YOUR SUGGESTED STORY TREATMENT?

 *[how long, how will it look, what will be different, how will it be shot?]*