



SOLUTIONS JOURNALISM NETWORK PITCH CHECKLIST

TIPS FROM JOURNALISTS IN OUR NETWORK

- ☒ Conduct research as if you've already been commissioned for the piece.
- ☒ Read what's been written on the subject so far.
- ☒ Ensure the news outlet is a good fit.
- ☒ Reflect the language of the news outlet in your pitch.
- ☒ Ensure the pitch answers 'Why should readers care?' and, 'How is my angle unique?'
- ☒ Show depth of knowledge and a feasible plan.
- ☒ Don't write the whole article in the pitch.
- ☒ Show editors common courtesy by following instructions.
- ☒ Follow up - politely.
- ☒ Invest long-term effort in the stories you care most about.

WHAT EDITORS ARE LOOKING FOR IN PITCHES

- ☒ A clear, detailed, time-sensitive answer to "Why should readers care?'"
- ☒ A sense you're a good storyteller, and that there's a story to tell.
- ☒ Evidence - qualitative or quantitative - of the response's impact.
- ☒ An acknowledgement of the response's limitations, and an eye to its replicability.
- ☒ An idea of how the story begins, and how the rest would follow.
- ☒ A brief note on how you'll report the story, and why you're qualified to report it.
- ☒ A headline that sells the story's value and shows its timeliness.
- ☒ An understanding of what the news outlet covers (and does not cover).