**Story pitch**

**WHAT NEEDS TO BE IN THE PITCH?:** The pitch, which will be between 1-2 pages, will outline the project: scope of the article, explain why the project needs to be done, describe the target audience, methods, who are the sources and what you expect to learn from them, how will you reach them (contact information), what medium/media you plan to use for presentation.

**PROPOSAL FORMAT:**

1. Scope – explain what the story is going to include and the limitations of the story (what it is and what it isn’t).
2. Need – an argument for doing the project in the first place. Why is it important? Be persuasive.
3. Audience – describe the target audience.
4. Methods – describe the game plan. You will conduct interviews and use public documents.
5. Sources – this should include an exhaustive list of SPECIFIC sources, what you expect to learn from them, contact information. It should also list (and link to) the documentation you will need to find. If you can’t link to it, do you have it? Will you need to write FOIA requests for information? (If so, what and to whom?) In this section, you can take some latitude and speculate what you may find and to what it might lead.
6. Presentation – describe what media you will use, how you will present your final story. (Where will it run? Do you need photos? Video? Audio? Graphics? Maps? Etc.)
7. \*\*This section asks for follow-up, but you don’t need that for this course\*\*