

RORY PECK TRUST

Freelance Pitching Template

COUNTRY: Short descriptive headline (no more than 65 characters).

Format: e.g., Print / Print with Accompanying Photos / Video Package / B-Roll.

Summary: Two sentences covering the basics of the story: who, what, when and where.

Except for long form investigative pieces if you cannot compress this into two sentences then the story probably needs refining.

An additional sentence indicating why the story is newsworthy, placing it in context and using any key words that match the publication's core interests.

Interviews/Sources:

- Person A: how they relate to the story and provide colour
- Person B: what perspective they add to the story that is different to Person A
- Person C/Documents: what they add to the authority of the story.

Delivery Date: dd/mm/yyyy

For radio/video:

- Equipment list (camera and mic)
- Editing software and deliverable format
- Transfer method
- A shot list or storyboard if possible.

Portfolio: A link to a comparable portfolio piece to demonstrate that you can deliver to the standards required by the publication.

Template created by Jack Watling of Newsfixed for RPT

NewsFixed

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