

Newsdesk Story Pitch Sheet

What's the story? (140 characters or less):

Who will care about this story?

Why?

Where are there other similar stories that are being discussed or reported elsewhere?

PICK AT LEAST ONE OF THE FOLLOWING TO ANSWER:

How does it hold powerful people accountable?

How does it explain a complex world?

How does it shine a light in dark places?

How does it give voice to the voiceless?

What is the shelf life of this story?

PICK AT LEAST ONE OF THE FOLLOWING TO ANSWER:

What audio or visual elements would be appropriate for this story?

What opportunities does this story give you to interact with the audience?

How can the content, format or delivery of this story be customized to an individual user?

What are three potential related links for the story?

What primary sources will you be able to collect and link from this story?

What elements of this story will be reusable?