# Marketplace Getting constructive stories published



**Handout**

**Pitching checklist**

When writing your story pitch, go through this checklist. If you can answer yes to these questions, you’re on the right path to successfully selling your constructive piece.

**You’ve got a story idea you want to pitch:**

* Do you know your story well enough to pitch it convincingly?
* Have you conducted enough preliminary research?

* Do you know what kind of stories and angles the targeted media outlet is looking for?
* Does the media outlet have specific pitching guidelines?
* Do you know who you need to pitch to at the media outlet?
* Have you explained in the pitch why the story should run (importance, relevance) and why you should be the one to write/produce it?
* Is your completed pitch short and to-the-point?

**You’re thinking long term:**

* Keep a record of all your published stories, and mark those which are constructive so you can easily access them in the future.
* Strive to always produce high-quality pieces, even if it’s for a small media outlet and the pay is not good. Your stories are your CV.
* Join journalism networks/groups. Subscribe to newsletters for journalism opportunities, such as IJNET and calls for pitches.
* Follow and connect with journalists/editors on LinkedIn and Twitter.

Checklist by Nikita Kozin from NounProject.com