

Pitch for a new FTM story

please download, fill it in and email to pitches@ftm.eu

Name	
Date pitch	
Working title	
<p>Brief summary:</p> <p>What is the issue at stake? What is the misconduct? In what ways are the rules of open society infringed?</p> <p>Who is to blame? Who should be held accountable? Who is making a profit out of other people's misery? And who are the victims?</p>	<i>This story is about...(fill in, max 2 paragraphs)</i>
Main questions/key elements/findings to substantiate the pitch	
<p>POTENTIAL IMPACT: So what?</p> <p>Why does it matter? What could change?</p> <p>How could our story help?</p>	
<p>What will the narrative look like? How will you make sure the research will be turned into a great read?</p> <p>Is there a main "villain" that should be held to account? Someone that clearly misused/benefits from a flawed system?</p>	
<p>Sources and research tools (who are you going to talk to, what are your main research tools, what data do you have/need, in short, how are you going to answer your main question?)</p>	
<p>Target audience (who is mainly affected/who will/should be highly interested?) and how to best grab their attention? (and not just preach to the converted)</p>	
Potential media partners	
The minimum story: what can you tell for	

sure?	
The maximum story: what do you hope to tell? + likeness it will work out (10%-90%?)	
<p>Details: what do you need to tell this story well?</p> <p>Think about: Specific images, scrollys, graphs, data visualisations, preview documents, sound clips, ...</p> <p>Do you already have your own suggestions for good visuals?</p>	
Indication of length? (Max 2500 words)	
Timeline: when can you submit a first version? When should it be online (at the latest)?	
How many days of work do you think you need to get to the end result?	
<p>Is your time (partly) covered by another media platform/a fund/a grant?</p> <p>If so, to what extent?</p>	
What is your day rate?	
Other: anything else we need to read/know to appreciate this pitch?	

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