Pitch for a new FTM story

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

Name	
Date pitch	
Working title	
Brief summary: What is the issue at stake? What is the misconduct? In what ways are the rules of open society infringed? 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?	*This story is about...(fill in, max 2 paragraphs)*
Main questions/key elements/findings to substantiate the pitch	
POTENTIAL IMPACT: So what? Why does it matter? What could change? How could our story help?	
What will the narrative look like? How will you make sure the research will be turned into a great read? Is there a main "villain" that should be held to account? Someone that clearly misused/benefits from a flawed system?	
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?)	
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)	
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%?)	
Details: what do you need to tell this story well? Think about: Specific images, scrollys, graphs, data visualisations, preview documents, sound clips, ... Do you already have your own suggestions for good visuals?	
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?	
Is your time (partly) covered by another media platform/a fund/a grant? If so, to what extent?	
What is your day rate?	
Other: anything else we need to read/know to appreciate this pitch?	

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