

## **PITCH GUIDE: Best Countries, Best States and Healthiest Communities U.S. News & World Report**

[U.S. News](#) is a legacy media company with several different verticals, such as [health](#), [travel](#) and [education](#). While we once published a weekly magazine, we have now moved entirely online, aside from the occasional college and hospital guides seen on newsstands. This pitch guide only applies to the [Best Countries](#), [Best States](#) and [Healthiest Communities](#) sections, which live within the [News](#) vertical.

### **BEST COUNTRIES**

#### **WHAT IS BEST COUNTRIES?**

[Best Countries](#) is a dynamic multimedia data portal that includes rankings, interactive data visualizations and insightful reporting from and about countries all over the world.

#### **WHAT ARE WE LOOKING FOR?**

We're looking for reported (at least three sources, ideally more) stories that shed light on trends, challenges and successes occurring in countries in all regions of the globe. Articles can explore social, political, environmental, health and other issues, and can include feature stories, profiles and Q&As. Stories don't need to have a U.S. foreign policy angle to work for us.

Effective stories include pieces exploring the consequences of Hong Kong residents [flooding into the U.K.](#), [political turmoil in Lebanon](#), South Africa's [debate over sex work](#) and Chile's [evolving relationship](#) with the Catholic Church.

We value color (vivid scenes and descriptions that come from on-the-ground reporting) and originality. If your story topic has been reported before, we'll need a fresh angle.

#### **WHAT ARE YOUR RATES?**

Rates depend on the length and scope of the article assigned, and can go up to \$500 for a well-reported piece.

#### **WHAT ARE YOU NOT LOOKING FOR?**

P.R. emails, first-person essays, fiction, any story that we've already published, (please do a Google search to make sure we haven't already covered your story), any work that has been published elsewhere.

#### **HOW SHOULD I PITCH BEST COUNTRIES?**

Email [dhaynie@usnews.com](mailto:dhaynie@usnews.com) "PITCH:" should be in the subject line, followed by a suggested article headline. A successful pitch usually includes this information in three graphs or less:

- An introduction explaining who you are and your qualifications
- Examples of your strongest work – please link to your portfolio if you have one
- A graph explaining your story idea, and why it's important to write about now

- A few potential sources

## **BEST STATES**

### **WHAT IS BEST STATES?**

[Best States](#) is a unique rankings and news analysis platform designed to inform citizens, business leaders and policymakers about what's working and what needs improvement across the country. In addition to state rankings, the platform offers news analysis and storytelling to highlight the issues, insights and best practices that matter most for states.

### **WHAT ARE WE LOOKING FOR?**

We're looking for reported (at least three sources, ideally more) stories that shed light on trends, challenges and successes occurring in the 50 states. Articles can explore social, political, environmental, health and other issues, and can include feature stories, profiles and Q&As. Many of our stories highlight state politics that are helping – or failing – residents, and we're interested in exploring novel policies and approaches put forward by states. Stories don't need to reflect our rankings – though we have a treasure trove of data on our site that can be helpful in terms of story ideas.

Effective pieces have explored [Alaska's proposal](#) to give away state land to residents, how the [growing green burial movement](#) is influencing states and California's [uncertain future](#) with high-speed rail.

We value color (vivid scenes and descriptions that come from on-the-ground reporting) and originality. If your story topic has been reported before, we'll need a fresh angle.

### **WHAT ARE YOUR RATES?**

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### **WHAT ARE YOU NOT LOOKING FOR?**

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### **HOW SHOULD I PITCH BEST STATES?**

Email [dhaynie@usnews.com](mailto:dhaynie@usnews.com) and [gemerling@usnews.com](mailto:gemerling@usnews.com) "PITCH:" should be in the subject line, followed by a suggested article headline. A successful pitch usually includes this information in three graphs or less:

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- Examples of your strongest work
- A graph explaining your story idea, and why it's important to write about now

- A few potential sources

## HEALTHIEST COMMUNITIES

### WHAT IS HEALTHIEST COMMUNITIES?

[Healthiest Communities](#) is a rankings and analysis platform that explores how communities across the United States are working to improve the health of their residents by addressing direct health issues as well as upstream social determinants of health such as housing, employment, food access, education, public safety and more.

### WHAT ARE WE LOOKING FOR?

We're looking for reported (at least three sources, ideally more) stories that shed light on health and health-related issues confronting communities (i.e., a county, city, town, neighborhood, people group), along with solutions to those problems. Articles can explore direct health topics such as disease, vaccinations, medical care and health insurance, as well as social, political, economic, environmental and other issues that drive health outcomes.

Articles can include feature stories, profiles and Q&As. Example pieces include a look at the [disparate impact of food allergies by race](#), a collaborative [approach to curbing suicides](#), how the [HIV epidemic and a housing crunch](#) has threatened transgender people in Florida, the [search for racial and ethnic diversity in drug trials](#), and efforts to curb [unnecessary C-sections](#).

We value color (vivid scenes and descriptions that come from on-the-ground reporting), anecdotal ledes, angles backed by hard data and originality. If your story topic has been reported before, we'll need a fresh approach.

### WHAT ARE YOUR RATES?

Rates depend on the length and scope of the article assigned, and can go up to \$500 for a well-reported piece.

### WHAT ARE YOU NOT LOOKING FOR?

P.R. emails, first-person essays, fiction, any story that we've already published, (please do a Google search to make sure we haven't already covered your story), any work that has been published elsewhere.

### HOW SHOULD I PITCH HEALTHIEST COMMUNITIES?

Email [gemerling@usnews.com](mailto:gemerling@usnews.com) "PITCH:" should be in the subject line, followed by a suggested article headline. A successful pitch usually includes this information in three graphs or less:

- An introduction explaining who you are and your qualifications
- Examples of your strongest work
- A graph explaining your story idea, and why it's important to write about now
- A few potential sources