



CENTRE FOR JOURNALISM INNOVATION AND DEVELOPMENT

Reporting Project Pitch Template

Journalist(s)' name(s)	
Preliminary idea for title (Ensure it's compelling, attention-grabbing and not a subject title)	
Introduction and background: set the context and explain the story's relevance.	
Review – what have other journalists done about this? What are you doing differently? (Please state if nothing has been done)	
Unique Angle – What makes this story fresh, different, or worthy?	
Significance - why is this story important at this time?)	
Focus – what are the specific focal areas? (You can use sub-headings to itemise and explain each focal point)	
Preliminary investigation – what do you know?	
Source mapping – who do you intend to talk to and where?	
Multimedia and audience engagement strategy.	
Proposed timeline (Be specific on what you are doing, when and the time you intend to do a final submission)	
Impact – what impact do you seek to make with this story?	
Risk assessment – what risks are involved in telling this story?	



Budget	
--------	--