

How to Pitch STATEMENT

Thank you for your interest in writing for STATEMENT! We accept pitches regularly from freelance writers looking to write stories on Africa.

ABOUT US

[STATEMENT](#) is the media company for African creators. We champion the African creative class — on the continent and the diaspora — and bridge the gap between African creators and global brands. We aim to tell stories covering Africa's creative industries through the STATEMENT editorial vertical.

Through data insights, features, profiles, roundups, and reviews, we want to help our readers better understand and stay updated on the sections we cover.

Before you pitch us, please do the following:

- Make sure your idea is timely. Timely ideas are the best for us because they are up-to-date and relevant. We want our readers to know what's happening, and we also want them to be able to come back to it months later.
- Google your idea. We're looking for original stories and angles and might not accept your pitch if it's a story idea that has been widely covered. It helps if you have a fresh take on it and an angle you're bringing in that we have yet to read of.

We're also looking for features that provide a strong data or insight component and offer custom data to our readers. For example, an article on the State of the African Box Office might include a spreadsheet list of the most recent film hits and the amount of money made in theaters. Additional research support and aid will be available in building the accompanying datasets.

PITCHING FORMAT

We're always looking for exciting stories. So, below are ways of formatting your pitches:

- Your pitch should have a working headline via subject with 'PITCH' before it. Your headline doesn't have to be perfect, but it's the first thing we see, giving an idea of the pitch. Please, add 'Timely' to your pitches, too, if they are.
- Your pitch should briefly describe what you plan on covering. This helps us understand the story, the people you'll be speaking to, why you're the best person for it, why you should cover it now, and any other information you think is important for us to know before commissioning.

- Please, no more than two pitches per email. And wait until you hear back before sending a new pitch.
- A good pitch should also contain a brief bio and links to relevant stories. We want to know a little about who you are and your experience covering stories like your pitch.

SECTIONS

Below are the sections we cover.

Entertainment

STATEMENT's Entertainment section covers film, television, music, and podcasts. We're interested in deep dives about how African [music has arrived on the global stage](#), pieces like this review on [Netflix's first African animation](#), and profiles of people doing the work.

We like stories with people at the center, whether it's one on [Nollywood and their solution to logistic issues](#), or [how African queer millennials and Gen-Z's felt safe with Barbie](#). We want pitches that tell a story.

Fashion

From Style to Beauty to the latest trends, we're interested in everything African fashion. Which [African fashion house has a new collection](#)? What Fashion Week should our readers look out for? Who are the exciting players in the industry? Who deserves that spotlight? These and more are what we want.

Art

Photography, [Books](#), Design, Visual Arts, and more are some of the things we cover in this section.

ACROSS SECTIONS

While every section is different, these are some things we are looking for across all sections.

- Creative challenge: Dissect a unique creative experience a filmmaker/artist/creator had, what happened, and how they went through it.
- Influences: A Q&A format about unique influences people across sections have had to get them to where they are. This goes deeper into what shaped them and how they have changed because of these influences.

- Trends: Pieces centering on interesting trends happening across sections. Are people in Kenya wearing a particular style? Is Nollywood influencing anything? Is a challenge taking over the continent? These and more are some of the things we are looking for.
- Profiles/Interviews: Did an actor give a performance you can't stop thinking about? Do you want to speak to a filmmaker, writer, designer, or your favorite musician about their upcoming album? Are there people doing amazing work behind the scenes? Then, pitch us.

Please, direct all pitches to our Managing Editor, Chisom Peter Job, at chisom@statementafrica.com. Happy pitching!