

## **Topic 2.3. Pitching a story**

Exercise 1. Read the text.

### **Pitching a story**

Journalists usually work as a team, and the head of that team is the editor. The editor makes the final decision on what will appear in a newspaper or magazine. Journalists give a pitch, which is a short description of the story that a journalist wants to tell. When a pitch is given verbally, it's about 30 to 40 seconds long. The purpose of the pitch is to sell this idea to the editor, so, it will be written and printed in the newspaper or magazine. So, it's important to say first and foremost, why is this story news worthy? Or why is it a story that should be in the news? This is the main idea of the pitch, why is the story important?

The second question a journalist must answer in a pitch, is who cares about this issue? This relates to the idea of a target audience. A newspaper should have mass appeal meaning, citizens of all ages, backgrounds, levels of education. Should be interested in at least some of the articles published in a newspaper. But for magazines, the readers have much more specific traits. For example a magazine may target women who live in cities and have professional jobs. In the pitch, the journalist should be able to identify who in particular would be interested in the story. The third question is, who or what are the sources? The journalist needs to prove that they have access to information on this topic. They should say who they're interviewing, when those interviews are scheduled. How those people connect to the story, and what other types of information they'll use to tell this story. This proves to the editor that the journalist can get the information needed to tell the story accurately, completely and truthfully. The final question that should be answered in this pitch is how long does the journalist need to research and write the story? Many times newspapers are competing with one another to tell the story first. But first is not always better. For example, if the journalist is rushing to be first, they might make more mistakes. If this happens, the audience could lose trust in that journalist or even in the newspaper. So while being first is good, it's better to be right. Editors will want to know when they can expect the story to be completed. To summarize, journalists

pitch story ideas to an editor who then selects which stories to print. The pitch includes why the story is newsworthy. As well as possible audience, sources, and a timeline. In the next video, you'll learn what it means to pitch to radio news.

## **Exercise 2.** Vocabulary Practice

Directions: Choose the correct word for each definition.

Quiz

1. a subject or an issue

pitch

topic

approach

news story

2. a thought or plan about what to do

approach

idea

structure

newsworthy

3. basic article or TV segment that reports on an event with just the facts

investigative journalism

news story

pitch

human interest story

4. a longer article or news segment that uncovers new information on a large topic that affects the public

news story

pitch

human interest story

investigative journalism

5. a longer article that focuses on a person or people as a way of talking about a current event

human interest story

news story

investigative journalism

pitch

6. a short description of a story that a journalist wants to tell

pitch

topic

idea

structure

7. describes a story that should be in the news

news story

approach

newsworthy

investigative journalism

8. the relationship between the parts of something

pitch

approach

human interest story

structure

9. the way that you do something

human interest story

structure

pitch

approach