



Pitch template for The Third Pole

What type of story is this?

Story title/headline

What is the focus statement of this story?

Briefly explain the background of the story

What is “new”? A new report, some new data, a new initiative, something that has not been seen before?

How is it related to the environment or climate change?

What data or statistics do you have to back up the story?

Please tell us the source of these documents or data.



Who will you interview and quote for the story? (Please ensure women are included)

Identify a SECOND source for this story (Remember to include women)

What is the target audience of this story?

Please specify what other media you could add to help tell the story (eg photos, video, maps), if appropriate. Please provide details

When could you file?
