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?

______________________________