

Pitching guide for journalists

Positive News publishes good journalism about good things. We're seeking unique pitches for the next quarterly print edition of Positive News magazine and, on an ongoing basis, for www.positive.news



What we're looking for

- We'd like to receive pitches for news or features that showcase the best examples of progress and possibility anywhere in the world
- Positive News publishes 'constructive journalism'. All ideas should reflect the principles of this approach, which is about rigorous reporting on relevant issues, with a focus on solutions
- We're not looking for 'happy'/feel-good content. We publish proper, quality journalism but through a lens of what's going right rather than simply what's going wrong. We get a lot of pitches for 'hero stories' – pieces about a single person or organisation, or charity PR – but this isn't what we're after
- Articles should have social relevance and include independent voices and/or data, and should tackle the limitations of solutions too
- We're most likely to commission on subjects we haven't covered in depth before or with exciting new angles on topics that our audiences care most about – please explore our archive at www.positive.news – and we'd love to see photography and illustration ideas too

Pitches should...

- ...ideally be just a few paragraphs long, telling us concisely what the story is and giving us a flavour of it
- ...outline how you would execute and structure the piece. How will you tell it in a compelling way? ...outline what data/research you would include

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- ...suggest who you'd quote? (We expect journalists to interview primary sources and ask critical questions)
- ...indicate why the story is important, timely (to the publication month if you're pitching for print) and relevant
- ...explain how you'd go beyond the problem to investigate solutions and provide context
- ...indicate how your story disrupts the conventional narrative around an issue



- We want stories that will inform, inspire and entertain the widest possible audience
- Articles must be compelling, thought-provoking, impeccably researched and well-written
- We're looking for insight, clarity and flair
- We receive lots of pitches, so the idea has to make us *really* excited

How do I pitch?

- Please send your ideas to our editor-in-chief, Lucy Purdy, via editorial@positive.news
- If you haven't written for Positive News before, please tell us a bit about your background and writing experience

Will you get back to me?

We're a tiny team and will do our best to get back to you but it isn't always possible unfortunately. If you haven't heard back and need an answer by a specific date, let us know – and if the date passes, please assume we can't use your idea on this occasion

If successful, you'll receive a commissioning document, setting out the agreed article brief, deadline and fee

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Payment

- We – of course – pay all contributors. This is usually 30p/word. We are constantly working to increase our rates as our organisation grows. As not-for-profit media co-operative, owned by readers and journalists, any surplus we make is reinvested in our journalism
- We commission a specific word count and pay a set fee based on the agreed rate per word. (If you file over your commissioned word count you will not be paid extra)
- You will be paid within 30 days of receipt of invoice unless agreed otherwise in advance

Happy pitching!

