**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
• ...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
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!