

KFF Health News Freelance pitches:

In general, we're looking for edgy national stories about health care or health care policies, from the perspective of the consumer. We want real people in our stories, often featuring the patients themselves. We interpret health care pretty broadly — public health, mental health, food, violence, etc. We write for a lay audience, so we want stories that clearly explain any complicated issues and why they matter. We do not cover clinical medicine and don't usually write about research developments. We don't accept opinion or advocacy articles. We try to illuminate for lay readers how the health care system works — or doesn't — and look for compelling stories that aren't being covered elsewhere. And right now we're especially interested in stories that help explain the real world impact of Trump 2.0 policies on people across the country.

Trend stories that connect the dots across more than one state are good, or that have a universal truth to them that will make readers outside of one area want to read them. Because we partner everything with other outlets, we'd like unique stories that aren't likely being done by other newsrooms. Quickturn news pieces are sometimes hard to partner quickly, so scoops are typically good for us if we know we have them exclusively and they can hold for a day or two if necessary. Accountability journalism and enterprise features are welcome. In addition to our California and D.C. offices, we have news bureaus in the Midwest, South, and Mountain regions, plus a Rural Health desk, so we're especially looking for coverage told about those areas that would be of interest to a national audience.

We ask freelancers to pitch us generally via email with a couple of graphs about the focus of the story, the expected nutgraph, and the breadth of sources you plan to interview. Please check clips to make sure you're offering us something that hasn't been covered from your angle. We also ask you to include a resume and a list of publications or websites that you have written for.

We pay \$1.50 per word to start, then \$2/word for subsequent stories — and our partnership model means that stories get picked up widely by outlets across the country, ranging from national heavyweights like CNN, The Washington Post, and NPR to local and regional print, digital, and radio outlets like Montana Public Radio, The Denver Post, and the Atlanta Journal-Constitution. Our articles typically run about 800 to 1,200 words.