

Pitch Guidelines

In general, we're looking for fresh, unique national stories about healthcare with a clear news peg from the perspective of the consumer. We interpret healthcare pretty broadly — public health, mental health, food, violence, etc., but we're largely focused on healthcare policies. We're especially interested in accountability stories, and ideally, the pitch would include clear answers on what harm these policies are causing and whom it's affecting.

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. 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 healthcare policies work — or don't — and look for compelling stories that aren't being covered elsewhere.

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 are also ideal. 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. 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.

Rate

KFF pays \$1.50/word for a freelancer's first article and \$2/word after that.