Pitching Guidelines

What I look for in a pitch:

- A clear and timely news hook
- Characters or other narrative elements
- A real sense of why this is a story, and not an idea or topic
- A sense of why our readers will give a shit
- Originality
- A reporting plan

A pitch doesn't need all of these things, but it does need to be original and to matter.

Rates

Our freelance rates vary: $150 for a short (300-word) news story with no additional reporting (e.g. NASA picture release that we explain, a meteor shower etc.) About $1/word for news/enterprise that requires reporting.