

JR

Successfully Pitching Your Ideas

Jem Collins, Journo Resources

Jem Collins

- Director and Editor of Journo Resources
- Freelancing (Human rights, rural stories, careers)
- Social media and news shifts
- SPA, Second Source, WiJ



Journo Resources

We're here to support you throughout the coronavirus pandemic

Journo Resources and our partners are committed to helping you. From job opportunities and funding to webinars, mentoring, and events, we've got your back.

[FIND OUT MORE →](#)

What are you searching for?

[SEARCH](#)

[Jobs](#)

My list of new jobs, resources, and more

[Graduate Schemes](#)

The only F&M F&M graduate schemes website

[Freelance Rates](#)

How to find out how much you should be paid

What JR Does For You

- **Lists:** Graduate Schemes, Awards, Funding, Mentoring etc.
- **Jobs:** Weekly newsletter, jobs board.
- **Advice:** Weekly features, info on rates, one-to-one reviews.
- **Events:** Low cost around the UK and online stuff, obvs.

- 1. Why Pitching Is Important**
- 2. How To Find Freelance Jobs**
- 3. Responding To A Pitch Call**
- 4. What Makes A Good Pitch**
- 5. Writing The Perfect Pitch**
- 6. How Much Money?**

Why Pitching Is Important

- The art of successfully conveying your ideas in a succinct way
- Useful in **literally** any newsroom environment or any job tbh
- A useful way to get to grips with the story yourself.

With This In Mind... Freelancing

- Don't think that just because people only tweet a few pieces every month that's all they do
- Different types of freelancing: shifts, commissions, call-outs, social
- A side hustle outside of journalism which could be related

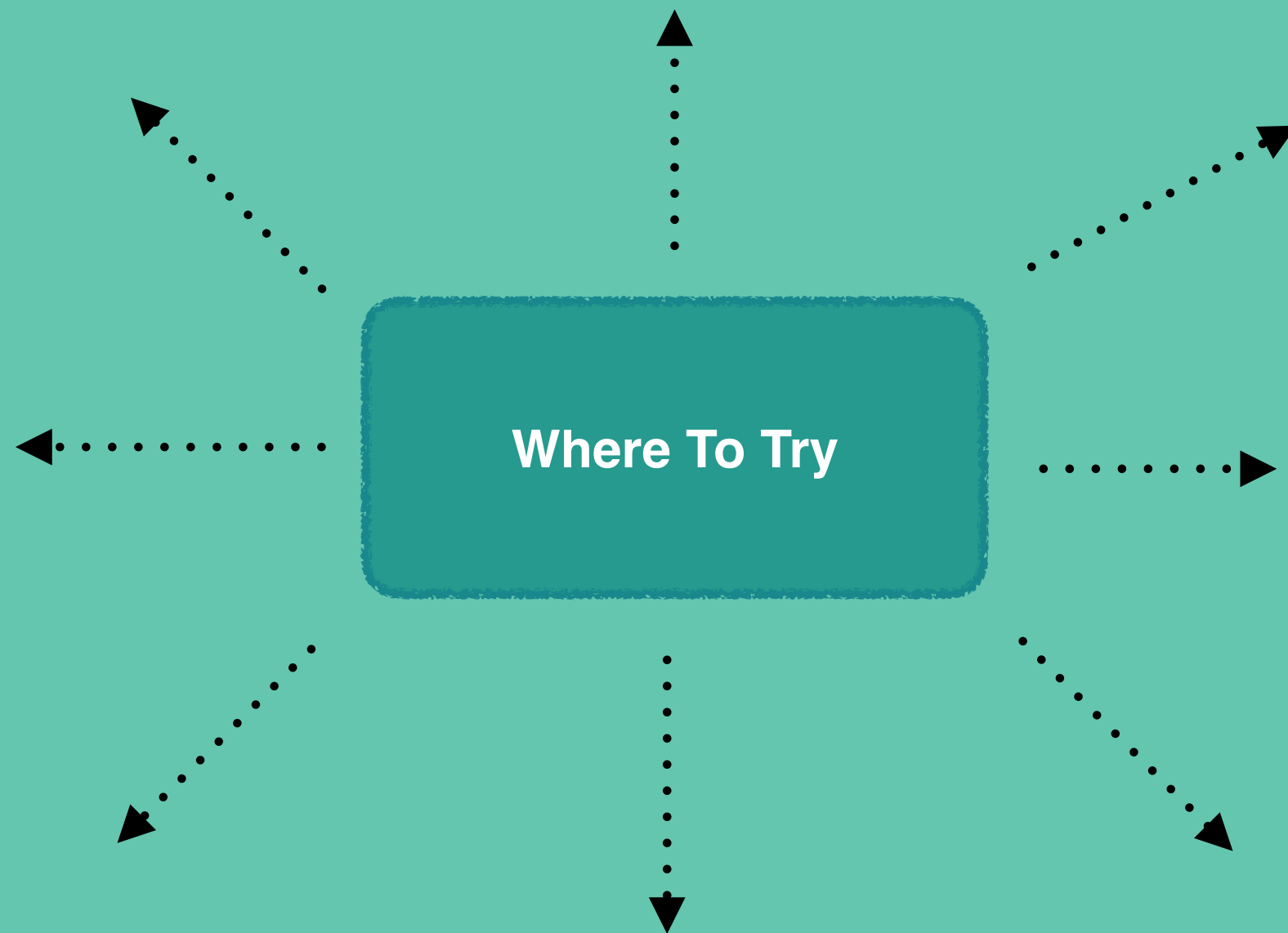


Time To Try It Now?

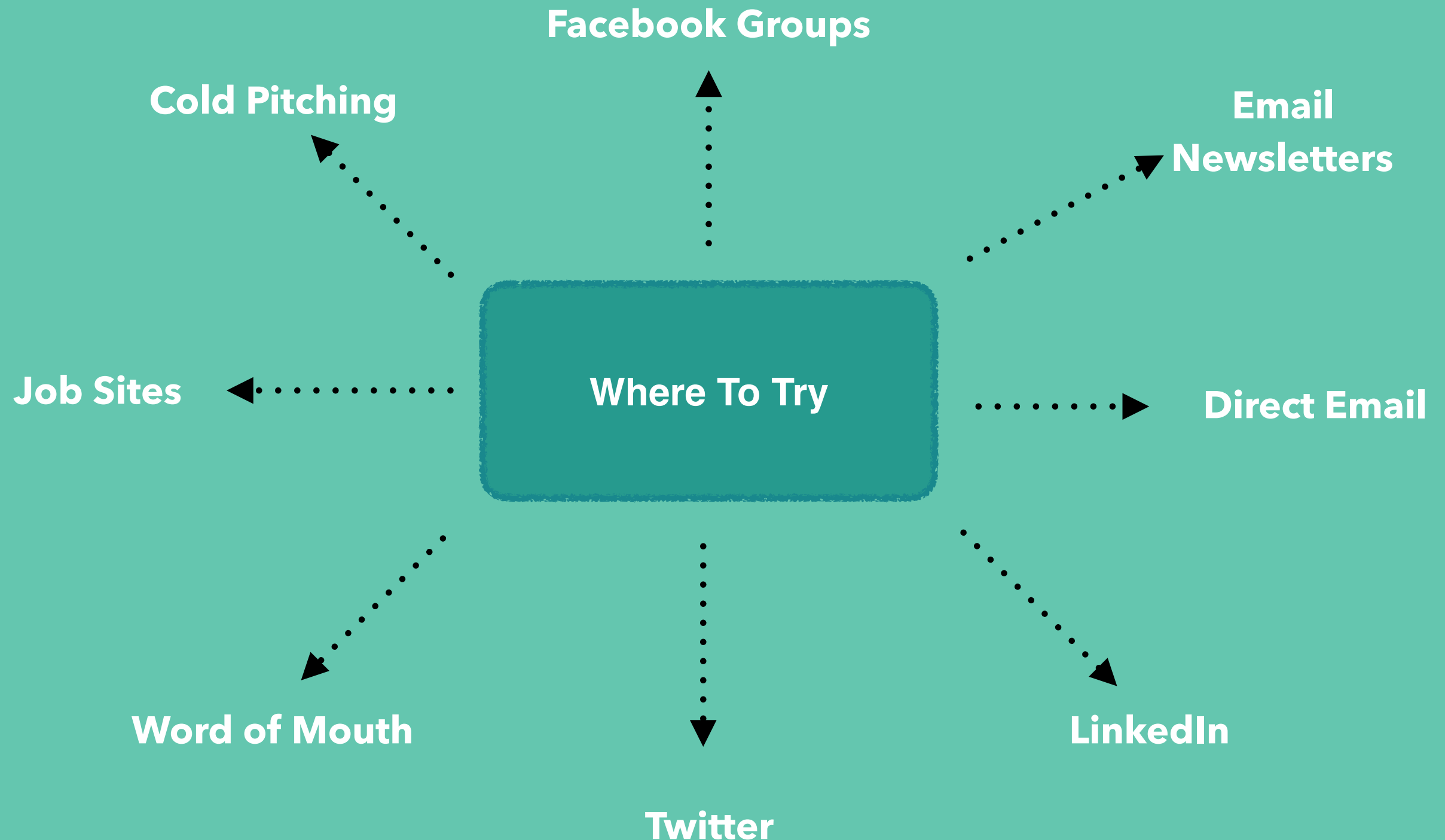


- Helping you to get your foot in the door with media organisations
- New professional challenge outside of your course / student media / job
- A little bit of extra income
- Proving you've been paid for things and are a professional journalist

Finding A Gig



Finding A Gig



Finding Gigs

- **Facebook:** UK Journalists & Editors, No 1 Freelance Media Ladies, AFGH
- **Newsletters:** JR, Anna Codrea-Rado, Sonia Weiser, Sian Meades, PitchWiz
- **Job Sites:** Cision, JR, MediaBeans Mediargh, journalism.co.uk
- **Emails:** Find the editor, guess the format - hunter.io is a godsend

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<http://bit.ly/>

JRJobLists

Places To Start Out

- metro.co.uk
- politics.co.uk
- CityMetric
- Debut
- PinkNews
- The Overtake
- tmrw
- HUCK
- Prospect Online

Twitter

- Setting up your **Tweetdeck** to show you key search terms.
- Setting up Twitter lists (private) of key editors you want to follow.
- Accounts like @weischoice, @themediamentor, @journoresources, @merylwilliams, @sianysianysiany also RT regularly.

ADVANCE SEARCH

AND

Use AND when you want to find things that contain both words.

QUOTES

Use "quote marks" when you want a specific phrase.

OR

Use OR when you want to find things that contain either words.

-

Use - when you don't want to find things containing certain words.

TO

Use TO:Jem_Collins to find tweets sent to a certain account

FROM

Use FROM:Jem_Collins to find tweets from a certain account

SINCE

Use SINCE:2019-05-15 to find tweets after a date

UNTIL

Use UNTIL:2019-05-15 to find tweets up to a date

NEAR

Use NEAR:"Islington, London" to find tweets close to a location

Boolean Search

- Think of it a bit like reverse SEO - what kind of thing might editors be tweeting about?
- Combining Boolean search terms on top of each other - so you can also set the date and the term.

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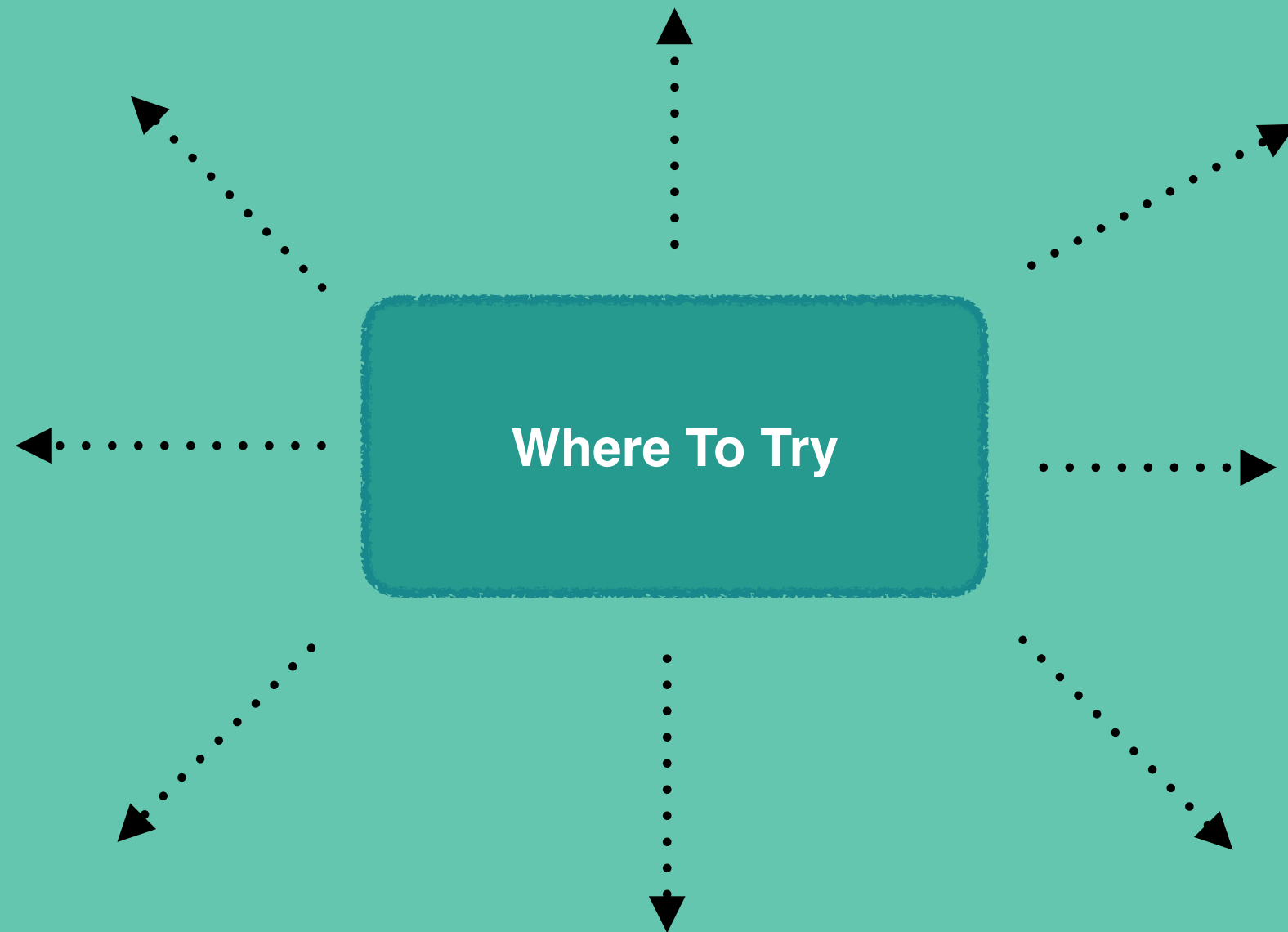
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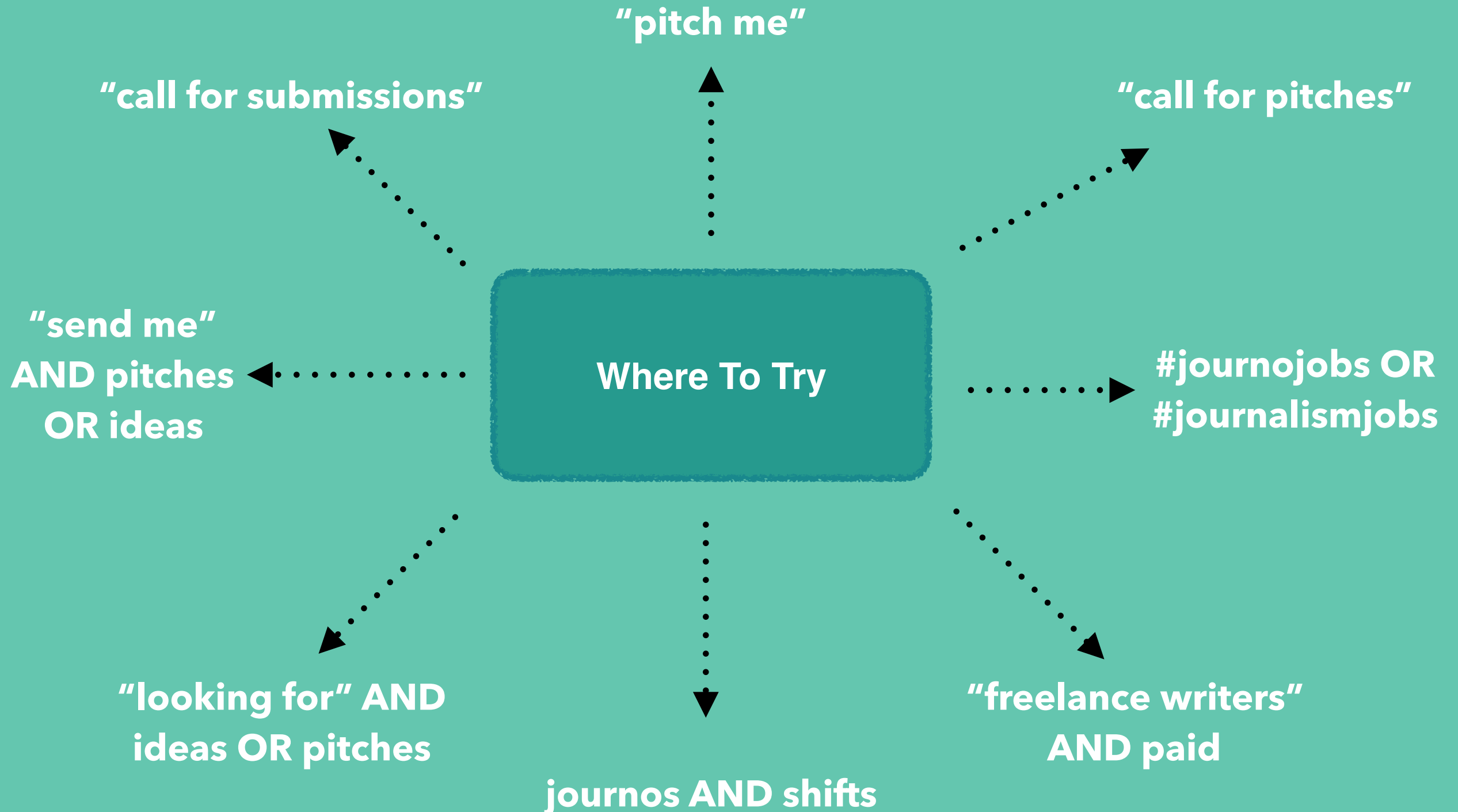
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Useful Search Terms



Useful Search Terms



Boolean Search

Remember, the more niché your search term is, the less frequently something will come up - but you will be first to find it when it does.

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What Makes A Good Pitch?

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bit.ly/jrpitches

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What Makes A Good Pitch?

- Who You Are: Short, professional, links to what you've done
- Summing Up The Idea: What's the engaging bit? Concise
- Tailor To Publication: Do your research
- The Headline Is Key
- Explain why you are the best person to tell this story
- A hook is good - but not breaking news

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<http://bit.ly/JRPitches>

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<http://bit.ly/JRPitchMore>



Aimee Cliff ✓

@aimeecliff



reminder that i occasionally commission stories for
[@MetroOpinion](#) ✍️ you can pitch me at
aimee.cliff@metro.co.uk // i am interested in v strong
opinions ab pop culture and politics, or first-person
narratives that shine a light on unheard, marginalised
experiences

11:16 AM · Jan 20, 2020 · [Twitter Web App](#)

Now To Do The Pitch

- A couple of bullet points to cover all the main points
 - What is the email headline?
 - What's the story in a sentence?
 - Who are you going to speak to?
 - Why should you write it?
 - Why for this publication?

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You've Been Commissioned!

800 word piece

Due by next week

Also to provide five pictures

How Much Should You Be Paid?

JR

Feature for
Metro.co.uk

JR

Feature for
Metro.co.uk
£120

JR

Feature for Daily Mail, Femail

JR

Feature for Daily Mail,
Femail
£700

JR

HuffPost Opinion or Personal

JR

HuffPost Opinion or
Personal
£100

JR

LADbible, Feature for Online

JR

LADbible, Feature for Online £80

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the i Paper, Digital News Shift

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the i Paper, Digital News Shift **£153**

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NME Festival Coverage, One Day

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**NME Festival
Coverage, One Day
£100**

How much to be paid?

- Think about your time - £20 an hour as your rate as a professional
- Should be paid for more things which are more specialist, or more urgently
- Add more for photos and multimedia
- Check rates databases like JR / NUJ
- Bigger for bigger organisations - think about the worth for you

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<http://bit.ly/JRfreelance>

If it does take off..

- You'll get a lot of rejections, and a lot of people who won't reply, doesn't mean you're not good
- Keep all your pitches in a spreadsheet so you can see what works
- If you're making a bit, you'll have to work out how to do tax - sole trader or self employed etc. Keeping about 25% back
- Chasing invoices is a nightmare

Thank You!

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hello@journoresources.org.uk

[@Jem_Collins](#) [@journoresources](#)