**Sample of Weekly Story Pitch Form**

Due by 9:00 p.m. on Sunday for the first week of new coverage cycle.

Staffer Last Name, First Name

Story Topic

Story Category (choose one)

student life academics clubs/organization sports

human interest/personality profile editorial/opinion/column

What

Who

When

Where

Why

How

Tone/Mood/Emotional experience

Primary Interview Source

Secondary Interview Source #1

Secondary Interview Source #2

Suggested Story Format (choose one to two choices)

News Article (LQT format) Feature Article (LQT or Xmas Tree format)

Editorial Article Column

Infographic Q&A

Survey-Poll - Execution & Summary

Photo Story Multimedia - Video

Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Story Publishing

* Website
* Yearbook
* Social Media
* Newspaper
* Broadcast

Website Publishing Deadline

You set your web publishing date to ensure timeliness of the story.

Social Media

* Live tweeting
* Tweet once article published
* Instagram storytelling photo
* Facebook
* SnapChat story
* Post video clip