KALW News Contributor Guide & Rates

The KALW newsroom has long been a place for learning and experimentation in audio news journalism. We value contributions from independent producers and we provide training opportunities for those who have less or no experience.

WAYS TO CONTRIBUTE

Pitch Crosscurrents
Whether you’re just starting out or have been a reporter for many years, we encourage you to pitch stories that fit into one of the existing tiers of our radio news magazine Crosscurrents. See details, including pay rates, below.

Pitch a grant-funded project
We’re happy to be a radio home for grant-funded projects. Pitch us your idea and depending on the stipulations of the grant and the funding amount, KALW may be able to contribute a stipend to the project.

Train with us
We offer free training opportunities to those who have had limited to no experience in the field of audio journalism. Our nine-month Audio Academy provides skill-building tools and resources that are comparable to extension schools and graduate level courses. Applications typically open at the beginning of March. Learn more about the Audio Academy here.

Our summer journalism training program provides newsroom experience for people who have a basic level of experience producing radio features and want to build on that. In addition to participating in daily news production, there are five evening seminars covering topics that include pitching, story structure, editing in ProTools, thinking in sound and scene, and digital production and engagement. Applications typically open at the beginning of February. Learn more about the summer training program here.

Promote your existing story or series on KALW's broadcast and podcast streams
If you’ve produced something for another public media outlet or podcast and you want to promote it on KALW’s airwaves, we welcome pitches for previously broadcasted work. We cannot offer to pay for re-broadcasts at this time, but we can accommodate custom promotional requests (like having the original audio feed available on our website). Examples from previous partnerships include “Jinho's Journey: Fighting Police Violence From the Inside” (World Affairs), “Chronicled: Who is Kamala Harris?” (SF Chronicle), and “Living Downstream: Diesel Death Zone Pt. 1” (Northern California Public Media).

If you have questions please contact news@kalw.org. We check emails Monday-Thursday and usually respond within 24-48 hours, except on weekends.
OUR RATES

The KALW newsroom is home to many creative endeavors and we appreciate sonically rich, character driven stories about people, communities, and issues in the San Francisco Bay Area that aren’t already covered in the mainstream media. We like original voices and angles.

We have three rate tiers for a variety of story types so that we can dedicate the time and learning resources that those with less experience need to get started.

If you have little or no experience producing audio features, please consider applying or inquiring about our training opportunities. If you are a student, you are welcome to pitch a story that you worked on in a college-level class to gain experience working with a newsroom editor and widen the reach of your storytelling, but we do not typically pay students who are just starting out.

**Beginner Reporters:**
*At least 9 months in a college-level audio journalism training program or equivalent*

**Emerging Reporters:**
*At least 2 years ongoing experience as an audio journalist*

**Experienced Reporters:**
*At least 5 years ongoing experience as an audio journalist*

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<thead>
<tr>
<th>Story Type</th>
<th>Beginner</th>
<th>Emerging</th>
<th>Experienced</th>
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<tbody>
<tr>
<td>Opinion piece or ‘Bay View’</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
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<tr>
<td>• Involves writing and editing a first-hand perspective on a topic relevant to the Bay Area, should be at least 2 minutes</td>
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<tr>
<td>• Includes a copyedited script, high quality audio, and a headline and photo for a web article in their deliverables</td>
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<tr>
<td>Scripted reporter two-way (QA)</td>
<td>n/a</td>
<td>$200</td>
<td>$300</td>
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<tr>
<td>• Involves scripting a Q&amp;A to read with Crosscurrents host Hana Baba on a topic that the reporter has previously covered and on which they have deep knowledge</td>
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<tr>
<td>• Includes a web article with a copyedited synopsis (adapted from the lede), a photo (can be Creative Commons), and a headline</td>
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<tr>
<td>Feature Type</td>
<td>Description</td>
<td>Level 1</td>
<td>Level 2</td>
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<tr>
<td>Scripted reporter two-way with actualities</td>
<td>The same as above, including actualities gathered from first-hand interviews. Includes a web article with a copyedited synopsis (adapted from the lede), a photo (can be Creative Commons), and a headline.</td>
<td>n/a</td>
<td>$300</td>
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<tr>
<td>Level 3 feature or profile</td>
<td>Involves one to two interviewees. Contains interviews conducted mostly in one place or on the phone. Involves use of sound and scenes from one location. Includes a web article with a full copyedited script, a photo, and a headline.</td>
<td>$200</td>
<td>$300</td>
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<tr>
<td>Level 2 feature</td>
<td>Involves the reporter having good prior knowledge of subject matter. Involves multiple interviewees. Involves interviews conducted where the interviewee is carrying on activities relevant to the story. Involves a wide range of sounds and scenes from one or multiple locations. Includes a web article with a full copyedited script, a photo, and a headline.</td>
<td>$400</td>
<td>$650</td>
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<tr>
<td>Level 1 feature</td>
<td>Involves in-depth research and original reporting. Requires the reporter to have good prior knowledge of the subject matter. Has a strong narrative arc involving multiple characters. Has sound that does not involve phone tape. Involves a mixture of different types of sound and scenes from multiple locations. Includes a web article with a full copyedited script, a photo, and a headline.</td>
<td>$600</td>
<td>$1,000</td>
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Examples include: Audiograph, Hey Area, At Work, Local Heroes, Meet Your Neighbor
WORKING WITH KALW PUBLIC MEDIA (KPM)

KPM Contributor Agreements

- You retain the copyright in the work and grant KPM a license to use and distribute that work. This kind of agreement is appropriate when the work is independently created by the contributor, stands on its own, and can be licensed elsewhere, such as a fully produced radio segment.
- You will agree to abide by the NPR Ethics Handbook and KPM policies.
- You will agree to notify us if you have or get any grant or other funding in connection with your work for KPM.
- You will agree to notify us about award submissions for your work with KPM.
- KPM will agree to cover you under its general liability insurance in the unlikely event a legal claim arises from your work that KPM publishes/broadcasts. You will agree to cooperate with KPM in defense of the claim.

Getting Paid

After a story has been accepted reporters will meet with an editor and fill out a contract to arrange for payment upon completion. You should receive payment within two weeks of publication.

To pitch, use the form bit.ly/pitchkalw.