PITCHING A STORY to IPR News

We’re glad you’re interested!
Here’s how to get started.

What do we want?
Feature stories, about 4 to 7 minutes in length. Make sure you have a story, and not just an idea. The difference?

   Idea: “I’d like to do something about new businesses.”
   Story: “This spring, six new businesses have opened in (city), including some things the city has never seen before.”

Sending your pitch
Email news director Ed Ronco at ed.ronco@interlochen.org, with the subject line “IPR News Pitch.”

A good pitch is about one or two paragraphs long, and answers the following questions:

   • What’s happening?
   • What’s new or at stake?
   • Possible scenes?
   • Who will you talk to?

Six new businesses have opened in (city) this spring, including a wine bar, an independent bookstore, and a bicycle shop. Downtown has had a lot of vacant storefronts since the pandemic hit more than two years ago. The city is hoping the new businesses will jump start a revitalization of its downtown area, benefitting locals and visitors alike.

I’ll spend some time shadowing the owner of one of the stores during the busy Memorial Day weekend, and talk with them, shoppers, and the head of the city’s convention and visitor’s bureau.

Getting an answer
If your pitch is accepted, we’ll have a conversation to shape the story a little more and talk about deadlines and rates. We pay based on the rate structure from NPR, which ranges from $350 for short stories to about $2,000 for longer pieces that require extensive reporting.

Keep trying
If we say no, we’ll try to give you an explanation to help you with future pitches. Don’t get discouraged! Here are some tips from NPR on what makes a great pitch.