How Do I Find Stories?

- Local Companies (R&D, etc.)
- Local Government (Environmental decisions, etc.) and Local Universities
- Websites (NASA, SEJ, Space.com, Spaceweather.com, etc.)
- Journals / Magazines (local connections)
- Check out resources on this AMS web site!

Who Do I Pitch My Story To?

It depends…

Pitch your "basic" science/environmental story to the producer of whichever newscast you want it for.

Pitch extra special or "exclusive" stories to your news director, executive producer, etc.

Selling the Science Story

- Provide the same 5 W's and H required in J-school (who, what, when, where, why, how)
- WHY this story important to tell (from audience perspective) and why it's important for YOU to tell it
- WHO are the important, necessary voices to hear from in this story—identify sources who will bring credibility, expertise and authenticity

Selling the Science Story

- Multiple sources from a variety of points of view (avoid single source stories)
- HOW you will tell the story (angles/approaches)
- HOW you will use natural sound and good pictures to tell story
- Your ability to “sell” your idea with a well-rounded pitch can make all the difference in getting support to do it.