

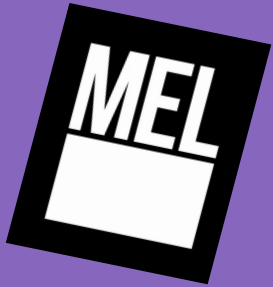
# Pitching: Expanding to specialised media

*By Charlie Brinkhurst-Cuff, Editor in chief gal-dem*



# PITCHING

Expanding to specialised media





# The basics of pitching

Check the website for recent articles and pitching guides

Figure out what it is you have to say that is **new**

Research, research, research

Why would **you** be the best person to write this piece?

Why would the publication like this piece?

Find the relevant editor

Write a headline

Write a pitch of 200-250 words

Set out clearly what you want the article to be about

Tell the editor what format you envisage the piece to be written in

Include relevant hyperlinks and evidence of ability to write

Email it across

## Mapping independent and specialised news media publications

- Zines (Dope Girls zine, Pennycress, hate zine)
- Established independents (Dazed, Crack, gal-dem, Huck, The Gentlewoman, Missy Magazine, Monocle)
- Conglomerate-owned niche publications (Them, VICE, Teen Vogue, Zora)

# Mel Magazine: pitching case study

CULTURE

ENTERTAINMENT

HEALTH

RELATIONSHIPS

MONEY

FOOD

WELLNESS

MEL is dedicated to producing original content about the topics guys care about: their bodies, their mental health, their jobs, their money, their sex lives, their relationships, their digital personas and entertainment. Serious stuff that we intend to come across the exact opposite way — approachable, resonant and entertaining.

**I Crashed L.A.'s Most Notorious Mansion Party - and Totally 'Freed' Myself**  
Peering behind the curtain of Bastian and Maria Yotta's Instagram hedonism

[features.wearemel.com](http://features.wearemel.com)



## **My Dog, the Mindfulness Guru**

*My newly adopted hound-mix might shit all over the floor, but as the world spins out of control, nothing has been better for my mental health*

**I Grew Back My Foreskin, and You Can Too**  
Talking to the father of foreskin restoration.  
[features.wearemel.com](http://features.wearemel.com)



# Dazed: Pitching case study

**NEWS**

**FASHION**

**MUSIC**

**ART & PHOTOGRAPHY**

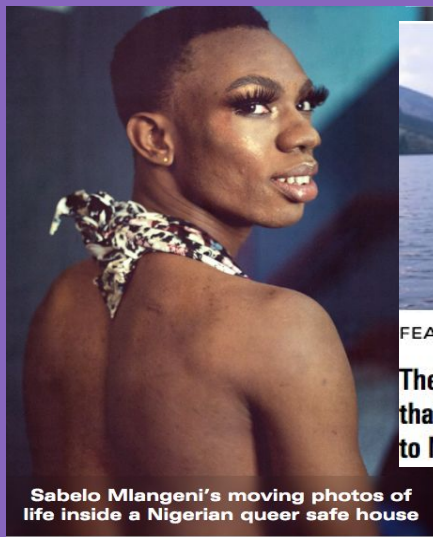
**FILM & TV**

**SCIENCE & TECH**

**LIFE & CULTURE**

**POLITICS**

Champions radical fashion and youth culture, defining the times with a vanguard of next generation writers, stylists and image makers.



FEATURE

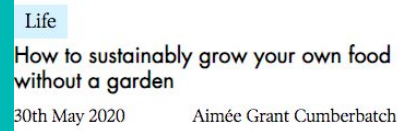
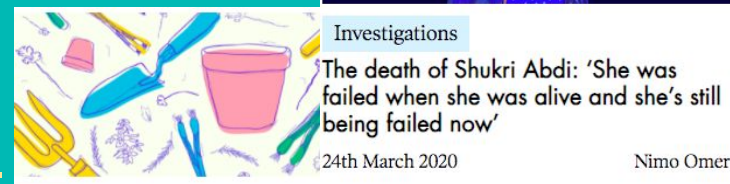
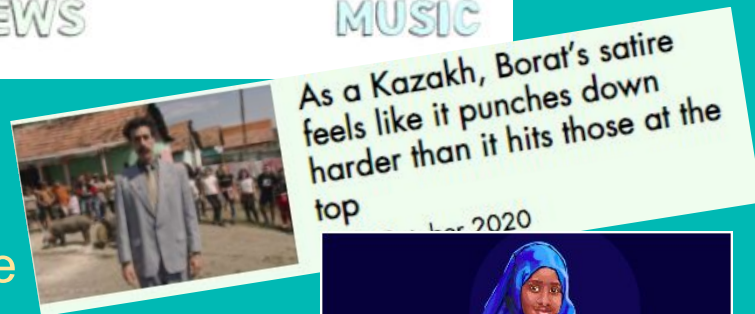
The all-female cult horror film that's being compared to Midsommar



# gal-dem: Pitching case study



A new media publication, committed to telling the stories of women and non-binary people of colour. People come to gal-dem for stories and perspectives that they cannot find elsewhere. We tell people-focused stories which represent the diversity of the human experience and seek out unheard voices.





## EXERCISE

Read through these news stories and come up with a headline and a 100 word pitch that would sit in one of the magazines below. Be ambitious!

- Mel Magazine
- Dazed
- gal-dem

# Pitch 1

PITCH: Why is everyone on **Tinder** obsessed with my **race**? Inbox x ✕ 🖨 🔗

**Charlie Brinkhurst Cuff** <charliebrinkhurstcuff.smiths@gmail.com> 📧 Sun, 10 May 2015, 23:37 ☆ ↶ ⋮

to editor ▾

Dear Jamie, or whomever this may concern,

**Tinder** has been a strange experience for me - but the main thing that bugs me about the app more than the rampant misogyny is the amount of questions I get about my **race**. As I write in the article below:

*"I don't want to be made to feel like the only reason why I am being considered as a potential partner is because they have watched a lot of "Ebony" porn and would love to get a taste of the unusual "other"."*

I am trainee journalist who has [written](#) for publications including the New Statesman, the Guardian and the BBC.

I think the article accompanied by the attached **Tinder** snapshots would work well for Vice. Let me know if it's of interest.

Best,  
Charlie Brinkhurst-Cuff  
[@CharlieBCuff](#)

# Pitch 2

## Easyjet Traveller Pitch: The remarkable pici pasta festival in Tuscany

Inbox x



Charlie Brinkhurst-Cuff <charliebrinkhurstcuff@gmail.com>

Wed, 2 Jan 2019, 10:00



to jonny.ensall

Hey Jonny!

*I am a culture, lifestyle and travel journalist who [writes regularly](#) for outlets such as the Guardian and British Airways in-flight magazine (Highlife). I am the deputy editor at [gal-dem](#), a contributing editor at Dazed, a columnist at the iPaper and recently authored a book on the Windrush generation.*

For the past few years, I've been cultivating an obsession with a certain type of pasta that originates in Siena, Tuscany.

Pici is an ancient hand-rolled or "tirati a mano" pasta, dating back to the Etruscans who made it using only flour and water. It's been described as "laces of flour and water connecting Val d'Orcia's hamlets of Pienza, Montepulciano, Monticchiello, Montalcino, the borders of Umbria along the Val di Chiana and climbing the slopes of the Amiata". It's intimately tied to the region – telling a powerful story about Italian cuisine and culture. And it's delicious!

**I would love to write a fun and enlightening food-based feature on attending the annual pici pasta festival in the Tuscan village of Celle Sul Rigo, in May, for publication in the July issue of Traveller.**

As well as indulging in different types of pici (cacio e pepe, pici all'aglione and wild mushrooms, ragu, bread crumbs, wild boar and even pike caviar) alongside sweets such as the cicaccette and delicious excellent Chianti wine from the Senese Hills, there will also be music and dancing.

### The region?

Celle Sul Rigo is a beautiful medieval village on a sunny hilltop with only 400 inhabitants, near the thermal springs of San Casciano dei Bagni. It'll be a really interesting place to explore; I haven't seen any features written about the village or the pici festival as a destination in the media! **I know that Easyjet flies to Florence – Celle sul Rigo is approx a two-hour drive.**

### Why now?

2019 will be the 50th year of the festival – an important milestone for this tiny festival. At home, there has been a huge uptick in interest in pici thanks to the standout ([award-winning](#)) cacio e pepe dish at London's Padella restaurant, [Jamie Oliver's spinach pici recipe](#) and the [Pasta Grannies](#) phenomenon.

I'm intending on bringing my Italian-speaking friend with me, and if I'm lucky I'll get to hang out with the grandmas who spend the week before each festival hand rolling the dough – as can be seen in [this YouTube video](#). I've already taught myself how to make pici, so hopefully could get stuck in!

# Pitch 3

Pitch: London's first afro hair hub is long overdue

Inbox



Charlie Brinkhurst-Cuff <charliebrinkhurstcuff@gmail.com>

Wed, 2 Jan 2019, 10:25



to susannah.butter

Hi Susannah,

Not sure if you'll remember me but many years ago you were very kind when I was doing some of my first bit of work experience at the ES! **Pitch** below.

*I am a features journalist who [writes regularly](#) for a variety of publications including the Guardian, Vice and the FT. I am the deputy editor at gal-dem, a contributing editor at Dazed, a columnist at the iPaper and recently authored a book on the Windrush generation, Mother Country.*

[Peckham Palms](#), the UK's first purpose-built centre for afro hair and beauty start-ups, has recently opened its doors. Two years ago I [covered](#) the controversy around the council-funded "regeneration" scheme that was set to move dozens of hairdressers away from their bustling premises in Peckham's centre and to the Palms.

**I'd like to write a feature exploring the benefits of having an afro hair hub in London while investigating whether or not it is likely to succeed despite these hairdressers losing the natural footfall of customers near the station.** I'm planning to frame the piece around getting my hair braided on the 12th January.

Let me know if you might be interested,

Charlie Brinkhurst-Cuff

-

journalist, editor and author

[www.charliebrinkhurstcuff.com](http://www.charliebrinkhurstcuff.com)

[@CharlieBCuff](#), 07804692463

## Avoiding bad pitching etiquette

- Don't send the exact same pitch to different publications
  - Don't put the whole article into the pitch.
- Unless the piece is extremely time sensitive, don't chase for a few days
  - Figure out your max / min rates for indie publications ahead of time



## Final top tips

- Be respectful
  - Treat edits as a discussion
  - Ask them to include a bio
- Share your published work and tag them
  - Follow up

# QUESTIONS