

PATHWAYS TO SUCCESS STORY PITCH FORM



Our mission: News that serves: using journalism to make Wisconsin communities strong, informed and connected.

Our intended impact

(how we can tell that we're achieving our mission):

People in Wisconsin use our journalism to navigate their lives, be seen and heard, hold power to account, and come together in community and civic life.

It's our responsibility to prioritize Wisconsin Watch's finite resources in mission-driven reporting that drives impact. Considering the prompts below will help reporters and editors hold each other accountable — ensuring that every story has a *why*.

Part 1: What is the story?

1. In one to two sentences, what is this story about? If it seeks to answer a key question, what is it?
2. Where did the idea originate?
3. How have other newsrooms covered this topic, and whose perspectives has that coverage centered or elevated? How will our story add important knowledge and understanding?
4. What is the intended impact of this story? Check all that apply. Feel free to briefly elaborate below.
 - Hold power accountable:** Push policymakers and other players to improve workforce and education systems.
 - Navigate life / News you can use:** Give people the info they need to get better jobs and advance their careers.
 - Be seen and heard:** Show how Wisconsinites are navigating barriers and opportunities related to work and/or training.
 - Solve problems:** Highlight solutions that could help Wisconsinites get better jobs

- Community cohesion / civic participation:** Help Wisconsinites make change in their communities or connect with each other — and highlight people who are making a difference.

5. Does the story touch on one of our team's key topics?

- Apprenticeships and paid training.
- Work and training behind bars and after release.
- Workforce aging.
- Skilled labor shortages.
- Efforts to improve low-wage or undesirable jobs in critical industries.
- Barriers to entry (and retention) in work and school.
- Policies that affect workers and trainees (e.g. student debt, financial aid).

6. Why is it important to do this story now (as opposed to other stories we could cover)?

7. What elements of the story (people, places, objects, activities, concepts) might we want to visualize through photo, video or illustration?

Part 2: Who is this story for?

1. Our team aims to cover and serve people who have historically faced barriers in school or the workforce. Which groups will this story focus on? (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Low-income individuals | <input type="checkbox"/> Immigrants |
| <input type="checkbox"/> People of color | <input type="checkbox"/> LGBTQ+ folks |
| <input type="checkbox"/> Incarcerated/formerly incarcerated people | <input type="checkbox"/> Seniors |
| <input type="checkbox"/> Neurodivergent people & individuals with disabilities | <input type="checkbox"/> Student parents |
| <input type="checkbox"/> Adults who didn't graduate high school and/or have low literacy skills | <input type="checkbox"/> Rural/ under resourced populations |
| <input type="checkbox"/> Veterans | <input type="checkbox"/> Returners/adult students |
| <input type="checkbox"/> | <input type="checkbox"/> Unhoused individuals |
| | <input type="checkbox"/> Other: <u>Employers</u> _____ |

→ If the story does not do this, why is it still worth pursuing?

2. Who does this story need to reach to have its intended impact?
3. What connections do you (or we) have with this target audience/s?
4. What organizations or groups have connections with this target audience/s?

Additional questions for projects

Achieving our intended impact may require a many-hands-on deck approach that draws on skills and ideas from across the newsroom. In those high-resource cases, it's our responsibility to communicate early and often and set clear deadlines. Answering these additional questions will help us understand where we are in the reporting and where to go next.

1. What do we know so far?
2. What do we still need to learn?
3. Who are the important people or entities in this story?
4. What records and data do we have and still need?
5. What data might we want to visualize?