How to Pitch Stories and Ideas to KUOW

The mission of KUOW is to create and serve an informed public, one challenged and invigorated by an understanding and appreciation of events, ideas, and cultures.

KUOW welcomes story ideas, pitches and guest interview suggestions. The following guidelines provide helpful information to make sure a pitch gets to the proper editor. While all pitches will be reviewed, due to the volume received, we cannot provide a personal response to each story pitch.

GUIDELINES: Pitching a Story or Idea to KUOW
In general, if you have an idea or story, it helps to target your pitch to a particular show, reporter, or host, with as much advance notice as possible, and with an airdate in mind (i.e., to tie in with an anniversary, an event, etc.). It’s sometimes helpful if your airdate is flexible (i.e., if a guest or interviewee is available on more than one date). But having an airdate to suggest will help.

Book and Author Pitches
KUOW considers interviews with authors when the book contains angles or topics relating strongly to Seattle and the Pacific Northwest. This does not mean the author needs to be local. KUOW producers talk to publicists, at length, looking for Seattle/PNW angles that might not be immediately apparent. We will sometimes make exceptions to these guidelines when doing so provides a good service to our listeners.

Please direct publicity materials to Amina Al-Sadi: amina@kuow.org.

KUOW NEWSROOM
Phone: (206) 685-1136 Please send news releases or pitches by e-mail to newsroom@kuow.org. You may also copy our Assignment Editor, Derek Wang: djwang@kuow.org. Feel free to follow up with a phone call to our news line. Reporters work Monday - Friday from 9AM – 6PM. In addition, someone usually answers the news line on weekends 7AM – 2PM. Daily news coverage is determined in a morning meeting Monday through Friday at 9:30AM.

Feature reports are assigned on an ongoing basis, by our senior editor Jim Gates: jgates@kuow.org

All story pitches are welcome. The current editorial priorities for the KUOW Newsroom are:

- Education
- Immigration and Emerging Communities
- Healthcare
- Regional Government
- Regional Economy
- Environment
- Military and Veterans’ Affairs
How to Pitch Stories and Ideas to KUOW

NORTHWEST NEWS NETWORK
The Northwest News Network provides rural and regional news from the Pacific Northwest for public radio stations. Bureaus are located in Olympia, Tri-Cities, Salem, and Coeur d’Alene. If you know of a story with regional interest in Washington, Oregon or Idaho, email the Managing Editor, Phyllis Fletcher: pfletcher@kuow.org. Reporters for KUOW and the Northwest News Network also produce national stories for NPR News and American Public Media’s Marketplace.

KUOW PROGRAM VENTURE FUND
The KUOW Program Venture Fund provides special funding for staff and independent producers to develop new programming focused on the Puget Sound region. Content funded by the Program Venture Fund can be a series of feature reports, documentaries, or a variety of short audio pieces. Producers and reporters submit requests for funding proposals to the PVF three times per year for review. Please contact Jim Gates for more information: jgates@kuow.org.

EARTHFIX
EarthFix provides coverage of environmental issues for public radio and television stations throughout the Northwest. Reporters and editors are based in Seattle, Tri-Cities, Portland, Boise, and Ashland. If you have an idea for a story, e-mail the editor, David Steves: dsteves@opb.org.

KUOW LOCALLY-PRODUCED PROGRAMS

The Record (12:00 - 1:00 PM) 1-hour news magazine show. Interviews and stories with policy-makers, experts and people from all-walks of life from a Puget Sound perspective. Topics and guests are usually booked weeks advance. Daily news coverage is usually booked by 8am. To add your voice leave a message at (206) 221-3663; write record@kuow.org. Tweet at @KUOW or post to KUOW's Facebook page.

Week in Review (Fridays 10:00 AM – 11:00 AM) KUOW’s Bill Radke and a panel of journalists and newsmakers gather on Fridays to talk over the week’s big stories. To add your voice leave a voicemail at (206) 685-2526; write weekinreview@kuow.org; Tweet at @KUOW or post to KUOW's Facebook page.

Program Submission Guidelines
If you want to produce a daily or weekly program for KUOW, you must write a proposal. In your proposal you must clearly state:

- The idea for the program and what value it will bring to KUOW listeners.
- How it fits into KUOW’s current schedule.
- How it is different from any similar, existing programs currently aired on KUOW or that is currently available to public radio stations.
- The frequency of the program (e.g. weekly or daily)
- The length per program.

E-mail your submission, or questions, to: Arvid Hokanson, KUOW Assistant Program Director: arvid@kuow.org.