



AN EDITORIAL PITCH DECK

BY THE LINE

BY KHOA NGUYEN



OVERVIEW

Founded in 1925 by editor Harold Ross, The New Yorker transformed from fifteen-cent comic paper to a worldwide multimedia brand featuring in-depth reporting, political and cultural commentary, fiction, poetry, and humor. The publication has dedicated the last century to journalistic rigor and literary excellence.

My pitch package, *By the Line*, documents the daily lives of young people from marginalized groups and their identity in relation to American culture. It fits in with The New Yorker because it aligns with the publication's literary vision of offering fresh and nuanced perspectives, in this case, on how marginalized groups continue to transform culture. These stories matter because they are a conversation on what constitutes the American identity post-2024 election and how intersectionality will continue to evolve.



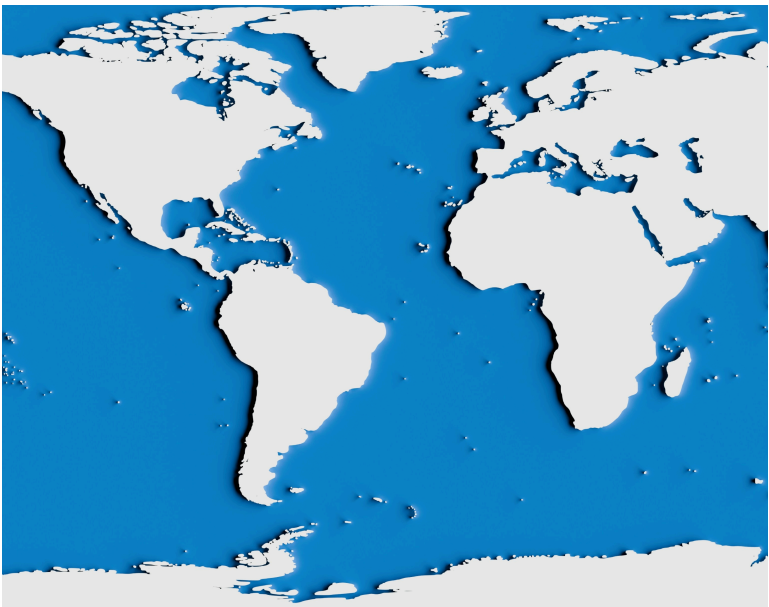
TODAY'S MIX



Is Sushi Served by a Korean Chef Authentic?

Most of Choi Gino’s customers don’t know the difference between sushi and kimbap, but he knows that the answer will evoke a colonial history.

By Author



Interactive Map

People telling their stories in creative ways.

By Author



Will a Korean Church Survive Rising Atheism Among Its Attenders?

As young Korean Americans diverge from Christianity, Sarang Community Church attempts to maintain a belief, which is also South Korea’s cultural identity.

By Author



This Digital Artist Calls Out Technology

Paul Pfeiffer’s latest installment, A Prologue to the Story of the Birth of Freedom, speaks on the reality manipulation of his own medium.

By Author



How is your Holiday?

Christmas with Joe Smith (Example).

By Author

ON YOUR PLATE

IS SUSHI SERVED BY A KOREAN CHEF AUTHENTIC?

Most of Choi Gino's customers don't know the difference between sushi and kimbap, but he knows that the answer will evoke a colonial history.

By Author
September 20th, 2026



Photo courtesy of Bold Journey

Excerpt

Choi Gino sprinkled some sesame on top of what looked like a bowl of seaweed, “nori in Japanese,” he said. He could taste its slightly mustardy profile just by looking at it. He remembered the banter he had over the phone with one of the dealers from the Tsukiji Market in Tokyo, Japan, about whether nori belonged to Japan or Korea.

Why this piece?

Despite being a Seoul-native, Choi Gino (Choi Jin-ho) stumbled into the international food scene as he often flew back and forth between Seoul and Tokyo, where he began working for an Italian-Japanese fusion restaurant at 13. That was when his passion for sushi started. In 2007, Choi opened Omakase by Gino (OmG), a ten-seat countertop restaurant serving a full-course meal of Asian-fusion dishes. As a Korean, Choi's passion for sushi clashes with the expectations of serving “authentic Japanese food,” further motivating him to fuse multiple cuisines and invent his distinct sushi style.

A REPORTER AT LARGE

WILL A KOREAN CHURCH SURVIVE RISING ATHEISM AMONG ITS ATTENDERS?

*As young Korean Americans diverge from
Christianity, Sarang Community Church attempts
to maintain a belief, which is also South Korea's
cultural identity.*

By Author

September 20th, 2026



Photo courtesy of Sarang Community Church

Excerpt

The Santa Ana Freeway, also known as I-5, connects Southeast Los Angeles to its vast, dense suburbs. One of the freeway's core features is people. On Sunday, if one takes the I-5, they could spot sports lovers racing their way to the Angel Stadium, or tourists flocking past Orange Crush, the busiest intersection in Garden Grove, to get to Disneyland. Six minutes North of the happiest place on Earth, one could also see hundreds of people departing the highway as they plan to attend the sermons at the Sarang Community, the largest Korean diasporic religious organization.

Why this piece?

After establishing itself as the largest Presbyterian church in Seoul, South Korea, with over sixty thousand attendees, Sarang Community Church opened its first overseas location in Norwalk, California, in 1988. The church has recently relocated to Anaheim as Rev. Changsoo Roh became the new pastor (interviewee). This feature article will dive into the church's journey of delivering Christianity across the Pacific, as church leaders reflect on the struggle to maintain Christian belief in the Asian-American second and third generations.

IN THE SPOTLIGHT

THIS DIGITAL ARTIST CALLS OUT TECHNOLOGY

*Paul Pfeiffer's latest installment, A Prologue to the
Story of the Birth of Freedom, speaks on the reality
manipulation of his own medium.*

By Author

September 20th, 2026



Photo courtesy of the Museum of Modern Art

Excerpt

On the surface, Paul Pfeiffer's latest installment, *A Prologue to the Story of the Birth of Freedom*, at the Guggenheim Museum in Bilbao, Spain, still celebrates technology's capabilities of capturing movement in sports, where videography amplifies the dynamic atmosphere in the stadium. What differs from his previous installment is the focus on craft. Pfeiffer reflects on his 25 years as an incisive new media artist and poses questions about the artificiality of lenses and screens. Using a Hollywood film set as a backdrop, *A Prologue to the Story of the Birth of Freedom* dissects the media's distortion of reality. It relates to the conflict between reality and consumption, of which Pfeiffer is a representative case.

Why this piece?

On the Museum of Modern Art (MoMA) website, Gregory Volk, a peer artist, praises Pfeiffer as a clever manipulator of popular media, images, and video technology who excels at recasting well-known athletic and entertainment events with surprising open-ended nuances. This article will review the Hawaiian-born artist's latest installment and suggest why Pfeiffer's message matters to younger generations growing up in a media-saturated world.

SEASON BY SEASON

HOW IS YOUR HOLIDAY?

To celebrate a holiday is to assure oneself that they belong, somewhere, in an otherwise disconnected world. “How is your holiday?” will spotlight how an individual or a community celebrates holidays in different cities and states in the US through photos and texts.

This repeatable franchise will follow a person’s holiday, in chronological order, to capture and understand the differences, or similarities, in how they celebrate a cultural holiday in different locations in the US. It will run for every important holiday, such as Hanukkah, Kwanzaa, and Día de Muertos. The franchise will be presented in photo essay format (or multimedia story), with navigating texts.

TOLD FROM HOME

INTERACTIVE MAP

“Interactive Map” celebrates the many ways people interpret the American identity, highlighting personal interaction with other communities, cultures, brands, physical landscapes, and news. Contributors share their stories in short forms — poems, photo essays, short-form videos (Instagram Reels and TikTok), letters, and artworks —which would be pinned to an interactive map that users can click into a specific location and experience the stories from there.

THANK YOU

Please contact us if you have any questions

Spec work, not commissioned by client