



## How to pitch

### Written pitch :

Make sure you know who your sending it to and it fits there programming criteria. i.e. You wouldn't send a sports channel a pitch for wine making. Check the schedule of the channel your aiming for or you think may be interested in your idea. Normally a channel has the slots filled a year in advance and are looking for the 2<sup>nd</sup> years programming material.

Keep an up to date data base of who is the commissioning person for all company's or channel's that you are aiming at. People move around and as commissioners are people with there own tastes and values. Initial interest in your pitch could be replaced with some one who has a completely new slant on what they want to see.

### Layout :

Never use type smaller than 11 points

Make it visually easy to read. Bold type for important phrases.

### Title of piece :

This is hugely important I've heard and known of plenty of pitches where the commissioning editor has picked and read on just from seeing the title of the piece.

Format : Doc, drama, comedy etc

Length : 10 x 30mins, 1 x 60 min. one of drama.

Style : Shot on mini DV for that gritty home made documentary feel,  
Shot on 35mm with cinematic feel and colour.

Project cost if known

Key synopsis of the idea in no more than 100 words. This is the tag line.

Think along the lines of how a TV listing would say to sell the programme to the audience. You need to capture the audience with this opening line so they want to know more and this is the same for the commissioning editor.

3 to 4 paragraphs explaining the beginning, middle and the end.

Keep it simple just the idea and how it would be visualised.

What the main point of the piece is.

How it is original to the audience and the new perspective.

Contact details

## Verbal pitch

1. Be confident. State who you are
2. Any credits to your name
3. Any credit or weight that you may be bringing to the project.
4. Know your project inside and out.
5. Cost, talent, who its aimed at and why they would like it,
6. Is the script written
7. Have you had interest from any one else.
8. Have you got any talent interested

3 rules on what the commissionaire wants

WHAT IS IT

CAN YOU MAKE IT

CAN WE AFFORD IT

They want to make sure beyond any doubt can you DELIVER!!!