



CBC Radio Digital Program Development

Digital Pitch Guide

2011 / 2012 Season

*Revised:
October 2011*

CBC Radio

What are we looking for?

- original podcasts
- innovative ways of packaging and distributing audio digitally
- ideas for applying/integrating social media (could be with an existing show)
- visual representation or presentation of our digital audio content
- innovative ways of working with user-generated content
- other digital programming ideas connected to CBC Radio/audio

The process is open to content producers across the country. Understanding our programming and the online world will be an asset to the process.

Before you send us your pitch, here are a few things to remember:

- CBC is committed to developing predominantly Canadian content.
- Every submission should include some detail about who you are, how to get in contact with you and who makes up your team. It's ok if you don't have all the players sorted out yet, but if you do, especially if you have a specific host in mind, please do include it.

The Idea:

Your proposal doesn't need to be long and complicated, but it should be well thought out. Make sure you've taken the time to dream it, debate it, mull it and polish it before you send it our way.

To help get your idea down on paper, here are some questions you should ask yourself.

- 1. When you tell others about your idea, what excites them the most?** This is often a good way to start your pitch
- 2. How would you describe the audience you're hoping to reach?** Who are they? What do you know about them? Are they a diverse audience? Does your idea appeal to a niche group only? Does your idea speak to people who are already CBC Radio listeners? Is it designed to appeal to non-listeners?
- 3. How can you reach that audience?** Do you have ideas about how to target that audience and build it online?
- 4. Is there a personality (ie. actual person) associated with your idea that the audience would relate to?** For example, if you're pitching a podcast, who is the host? Do you have someone in mind? If not, what qualities would the personality possess? What's his or her role? If your idea is related to social media, for example, the same question could be asked – is the audience expected to relate to a specific person and, if so, who and in what way?
- 5. What will we hear (for an audio-based pitch)?** A list of segment ideas or interview guests is a good start, but it's not enough. Help us imagine what we'll hear. How will tone and attitude affect the content?
- 6. Is there a radio component?** What opportunities do you imagine that would involve a presence on CBC Radio, if any? Does it make sense for your concept be expanded for multiple platforms? Keep in mind that our largest audiences now are still tuned to our radio programs, so there may be opportunities to leverage that.
- 7. What makes your show perfect for CBC rather than another broadcaster?** Does it take CBC Radio (on air and/or online) somewhere new? Does it do something that we aren't already doing?

Does it fit our values as a public broadcaster (high quality, distinctive programming that's intelligent, insightful and entertaining)?

8. What format do you see your idea taking and why? If you come with a great idea for a podcast, for example, why is it a great fit for online but not for radio broadcast? How long should it be? If your idea involves innovation or new technology, is there a reason to build from scratch rather than leverage already existing services? (eg. why would we build a CBC version of Facebook if Facebook is already out there and adopted by the masses?).

The Checklist:

Once you've worked through your idea, here's a quick checklist of other things you should include in your proposal:

- 1. Who You Are:** Tell us why you're the right person with whom to develop this idea. If you've hosted, produced or written for radio before, let us know. Also: what led you to your idea? Give us a sense of your background, your passions.
- 2. Who is Who:** If you've got people you want to work with, tell us who they are. What roles will they play? Assume we don't know these people. Give us an idea why they're the best people for those roles.
- 3. The Proposal:** Do the tone and style of the writing in your proposal reflect the tone of the idea that you're proposing?
- 4. Reach Beyond CBC:** Do you have plans for using social media or other tools to attract audiences to your site, beyond those who already come to CBC Radio or cbc.ca?
- 5. Support:** What kind of support do you need? Mentoring? Coaching on performance? In-studio training? Digital audio editing? Don't be embarrassed - we're here to help and the more we know upfront the better.
- 6. Online Support:** Radio production teams are expected to maintain the websites for their shows. Do you or any of your team members have digital production experience? Does your idea require a resource with specialized / advanced web skills?

7. Timing: Is your proposal time-sensitive? Are there times when you can work on this, times when you cannot?

8. How to Get Hold of You: Don't forget to include your e-mail, home phone, cell phone, etc.

We prefer to receive proposals as attachments in Microsoft Word format. Feel free to send short audio samples as well – in mp3 format.

Questions?

Got questions? Need help getting your idea down on paper? Get in touch with a member of the Radio Digital Program Development Group:

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