

PITCHING TOP TIPS

- Be prepared to send out a lot of emails to lots of production companies_
- Mention programmes the production company / person has made that you're emailing that you like - make them feel special_
- Ask for a chat / cup of tea / phonecall - it's really useful to get to know people and to have people know who you are_
- Link to your own work - people much more commonly ask me for examples of audio I've made than ask me for my CV_
- Think about where the money might come from - be proactive in suggesting partnerships / who could sponsor your podcast etc_
- Be succinct - 200 words max for your initial pitch or they won't read it_

A DJ wearing headphones and a black cap is performing at a radio broadcast desk. He is looking towards the camera with a slight smile. The desk is equipped with a professional microphone, a turntable, and various DJ equipment. In the background, another person is seated at a similar desk, and there are racks of clothing hanging on the wall. The scene is dimly lit, typical of a radio studio.

Things to include in your pitch:

- Why should this be made now?
- What is the journey - what small idea leads to what bigger idea?
- Who will we hear from - is there a presenter / what contributors are there?
- How will it sound - format / length / sound design?
- What platform could it work on?
- What qualifies you to tell this story (access)?

RADIO COMMUNITY - How to Get Experience

A person is seen from the side, wearing headphones and operating a professional radio broadcast console. The console is a Pioneer hi-fi mixer with a central LCD screen and numerous knobs and buttons. To the right, a laptop displays a digital audio workstation (DAW) interface with multiple tracks and a mixer. The background is a dimly lit radio studio with other people working at desks.

ELAN (@ELANuk_)

UKAN (@UKAN_Network)

Multitrack Fellowship (@_multitrack)

Rise and Shine (@riseshineaudio)

Sound Me Out (@_SoundMeOut)

EastCast Show (@EastCastShow)

HearSay Audio Festival (@HearSayFestival)

Transmission Roundhouse (@transmission_rh)

Resonance FM (@ResonanceFM)

Audio Content Fund (@AudioFund)

Production Companies I Like

A person wearing a headset with a microphone and glasses, working at a computer in a recording studio. The person is wearing a dark jacket and a cap. The background is dark with some blue lighting. The person's hands are on a keyboard. There are several text boxes overlaid on the image.

Broccoli Content (@BroccoliContent)

Falling Tree (@FallingTreeProd)

Boom Shakalaka (@BoomShakaProd)

Reduced Listening (@reducedlisten)

Chalk and Blade (@chalkandblade)

Prison Radio Association (@PrisonRadioUK)

Stabl (@wearestabl)

Equality in Audio Pact for more: equalityinaudiopact.co.uk/signed-by

PODCASTS I LIKE:

- VENT Documentaries
- A Mile in My Shoes
- Code Switch
- Radiolab
- Love & Radio
- Constellations
- The Heart
- Resistance
- Reply All
- Heavyweight
- S-Town
- Short Cuts

Get in touch if you need advice!

Twitter: [@lawsonjessie](#)

Instagram: [@jesslzn](#)

Email: jessgil@gmail.com

Website: jessielawson.org