



# Beginners' Pitching Guide

When thinking about your story before pitching, some helpful questions to think about include:

## **1. Who is your story about? Who are the people in it? Who could you interview to tell your story?**

ATB likes personal stories and human driven narratives, especially ones told through the voices of those who experienced the subject matter. Getting their voices will have more impact than just you retelling their story.

## **2. Will you be in your story?**

Will your voice be in the story or will it be non-narrated? If you are in the story, what role will you play? Are you telling the story as an outsider looking in or is your experience integral to the retelling? How much will you feature in the story?

## **3. Does the main 'character' experience some sort of change?**

This just means does something happen to move the story along? Stories that change and move forward are more interesting than stagnant portraits or descriptions of an interesting person.

## **4. Does your story lend itself to radio?**

Does it rely on visual cues or involve explaining complex concepts in detail? If so, it might need some creativity to make it suitable for radio. Good radio uses sound to its advantage, like music, emotion in voices, or atmospheric sounds like forests or busy cities.

## **5. And of course, would you listen to this story?**

Ask yourself if you would listen to this story on the radio, if the answer is 'no' then it probably should go back to the drawing board. Think about how you would be drawn into your story, what's the most interesting part? Why do you care?



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Most of our stories end up being 10-15 minutes. You might think of a story that needs to be told over a full half-hour episode, which is great, but harder to do as you'll need to have a strong enough narrative. Or, you might think of a story that's over in two minutes, which is also great. Mostly we'll get two or three pitches from completely different people and they end up fitting together nicely for a themed episode.

Don't be shy about emailing us at [em@allthebestradio.com](mailto:em@allthebestradio.com) even if you don't have a fully formed idea yet. Some great stories have started from 'I wonder who I could ask about \_ ?'

## **Still don't know where to start?**

That's fine! If you're new to All The Best we'll team you up with a Supervising Producer to help you with your story. They can guide you through every step of the process. Don't forget to have a listen to our archive to get a sense of what we've made in the past. Think about what you are interested in learning more about. What question have you always wanted to investigate? Go from there!

**But most of all, listen to All The Best, to get a sense of the variety of stories we feature. You can find our entire archive on [www.allthebestradio.com](http://www.allthebestradio.com).**

If you're pitching a very specific story, please do a quick search to confirm other podcasts haven't released the exact same story already. If it has been done before, think about how yours could have a unique angle.