## 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\_





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)

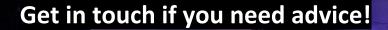
Resonance FM (@ResonanceFM)

Audio Content Fund (@AudioFund)





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



Twitter: @lawsonjessie

Instagram: @jesslzsn

Email: jessgjl@gmail.com

Website: jessielawson.org