

HOW TO WRITE A PITCH FROM AN EMOTION



By Jouir podcast (Aphélandra Siassia et Constant Léon)



Before writing a sound production, it is necessary to lay out the main lines of the story you want to tell, just like a film and its synopsis. Writing the pitch is therefore a major step in writing your project. This activity will allow you to see the outline through the exploration of an emotion.



You can watch the video that accompanies this method sheet on our site.



How to write a podcast pitch based on an emotion ?

This video aims to teach you how to write a pitch for a podcast, based on the exploration of an emotion. A pitch is a short text explaining your podcast project in a few lines.

<https://www.youtube.com/watch?v=xaiDN5q4tEs>



Duration 1 to 2 h

Participants 3 to 10 persons

Goals

This video aims to teach you how to write a podcast pitch based on an exploration of emotion. A pitch is a little text explaining in a few lines your radio project. To write a pitch, you need material. This activity will allow you to lead the participants towards that goal.



Materials

- Desks
- Chairs
- Papers or computer to write
- Pen
- Paperboard

Instructions **Step one : An icebreaker**

An icebreaker is a good way to get participants comfortable before initiating an activity. We have created a list of activities that can be found on the SNAP project website.

Step two : Sharing doubts and desire

Exploring an emotion can sometimes be an emotional time.

This step is a good way for the facilitator to get a sense of participants' desires and limitations.

- Put the participants in a circle.
- The facilitator asks the group to express their doubts and desires
- Each participant takes the time to express to the group his or her desires and fears about the activity.



Instructions



Step three : Defining emotion and having debate

This step is a collective time to begin exploring emotion by having a debate.

- Keep participants in groups.
- Ask participants key questions such as: could you give a definition in your own words of this feeling or emotion, how has this emotion or feeling manifested itself in your lives; how does this feeling impact your relationships? What does this feeling evoke in you (vulnerability, empathy, joy, etc.)? The idea is to lead the participants into a discussion. If it happens naturally, the facilitator can let the discussion happen.
- Take notes during the conversation.
- Write key words and ideas from this activity on a chart.

Step four : Writing a pitch with the 5W

Based on the material collected, the participants individually start writing the pitch.

A pitch should be concise and explain in a few lines the intention of the radio production.

To facilitate the writing, participants can use the 5W technique used by journalists: Who, what, when, where and why.

In the pitch, the format being explored should be outlined. It can be a dialogue, a monologue, a song or a manifesto.

For this step, participants can be isolated. It is an introspective moment where they can set the first intentions of their project.

During this stage, the facilitator can come and advise and guide the participants in writing their pitch.



Instructions



Step five : Sharing the pitch together

This exchange allows participants to obtain advice and critical distance to improve the quality of the pitch and to consider recording it.

- Bring the participants together
- Each participant reads his/her pitch in turn
- At each turn, the other participants and the facilitator can make suggestions and comments to improve the text.

- Once the exchange is over, you can end the activity with a debriefing.

Conclusion

This activity allows you to explore an emotion. With the material gathered during the discussion, you will have the necessary material to facilitate the writing of your podcast pitch. To go further, you can refer to the different manuals available on our website.

Tips for facilitators

To facilitate discussion between participants and to allow for follow-up throughout the initial conversation, the facilitator can talk about his or her own experience and give examples so that participants feel more at ease to speak.

Assessment

For the assessment, you can take 5-10 minutes at the end of the activity to survey the participants and ask them how they feel; did they enjoy the activity? Do any other desires emerge in terms of exploring an emotion?