



SPECIALTY SHOW PITCH GUIDE

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Introduction

WVUA-FM is always interested in developing new shows, but we need to make sure that it is a good fit for the station and the campus community. We thrive to be an open voice to inform, connect, amplify and entertain not only The University of Alabama, but also the great Tuscaloosa County area.

Our programming is primarily created by UA students, with some contributions from UA faculty and staff members. While the station generally allows students that have worked at the station for a year the opportunity to pitch a show idea, it does not exclude members of the campus community that have demonstrative previous radio or other performance experience.

Types of accepted programming

WVUA-FM tries its best to offer as many shows as possible that reflect the cultural, political and experiential diversity of The University of Alabama. The station attempts to create programming that:

- entertains and educates people's musical, artistic and cultural interests
- inspires action-oriented listeners who seek civic improvement on local, national and global levels
- encourages ongoing discussion across races, genders, creeds, political affiliation and cultures
- fosters community collaboration

Show host criteria and guidelines

Here are some things to take into consideration before pitching a show at WVUA-FM:

- Hosts must be either a student in good standing, faculty or staff member at The University of Alabama
- This is a volunteer-operated station. On-air staff, including specialty show hosts, do not get paid.
- Hosts are not to exploit his/her program for financial benefit. This includes receiving free goods and/or services and/or using the program to promote his/her private business.
- Potential conflicts of interests must be disclosed during the pitch process.
- Hosting a show is a privilege and a responsibility. You must show up for assigned shifts or pre-record shows in a timely matter.
- All talk shows on WVUA-FM are 1-hour long
- Music based shows are scheduled for either 2 or 4 hour programming slots
- Hosting a show is a time commitment and requires a lot of work and preparation. Consider your other time commitments and obligations while formulating your show concept. Make sure that you are not over extending yourself by proposing a program that takes more preparation and planning than your life allows.
- All on-air staff are representatives of WVUA-FM, UA Student Media, the Division of Student Life and The University of Alabama. Staff are expected to behave professionally while at the station and while interacting with the public.

Developing a new show

Your proposal doesn't need to be long and complicated, but it does need to be well thought out. It is helpful to all parties concerned if you take the time to fully formulate your show concept before meeting with the Program Development Team. Here are some steps that should help you draft your proposal:

- Share your show concept with peers at the station, classmates or trusted professors. Take note of what elements of your idea seems to excite them the most.
- Describe your show's attitude toward its content. Do you envision a light-hearted approach or more serious? Will the show be more reverant toward the topic or a bit more tongue-in-cheek?
- Think about the show's purpose. Is it a show designed to entertain, educate or a bit of both?
- Think about the show's hosting. Is this a show best suited for a single host, a pair or team? Is this a topic that would benefit from partnering with a professor, professional staff member or department of The University of Alabama?
- Think about what a typical program will sound like. Jot down a list segment ideas and interview guests. Try to imagine how you'd organize the show and create a basic framework.
- Think about the program's online components. How will the show use the station's website and social media to engage with listeners. How will the show help drive traffic and create compelling content for the station's site?

The pitch

Now that you've thought through your show concept, it's time to draft your proposal. Here are some things to make sure you include in the proposal:

- **Who you are.** Tell us why you're the best person to host this show. Tell us about your past experience hosting, producing, writing, lecturing or performing. What makes you an expert in the show's topic? What led you to develop the show concept?
- **Participants.** Tell us whether or not you'll be taking on a co-host(s) and/or producers. Let us know their background and why they are a good fit for the program. Please note that all participants should be present during the pitch meeting.
- **Tone.** Make sure that the tone of your pitch matches the desired tone of the show. For example, if you're proposing a fun, party music show but present a dry, bland proposal the Program Development Team may question whether or not you have the energy and drive to execute the show.
- **Multimedia and online.** Do you plan on using social media to engage with the audience? What kind of content do you see your show adding to the station's website?
- **Support needed.** What kind of help do you need from teh station executive staff and UA Student Media in order to make your show successful? Do you need help learning to record and mix shows? Do you need help obtaining music or guests for your show? Let us know.

What we're looking for

The Programming Development Team will use the following criteria when evaluating a pitch:

- **Originality.** Does your show offer something that we do not currently offer at WVUA-FM? If so, then you've passed the first test. Extra style points if you approach the subject in an innovative or creative way.
- **Personality.** Does the show have a unique personality or tone. Is the host engaging and have the ability to draw in listeners?
- **Coherence.** Does the pitch make sense? Is it grammatically sound with correct spelling and free from typos? Remember, the way you present your pitch to the Program Development Team speaks volumes. If it seems as if you put little work, thought and effort into the pitch preparations,

we'll most likely get the impression that you'll put just as little effort into the actual show.

- **Audience.** Does the show have a chance of connecting with a larger audience? Will it appeal to a diverse demographic? Niche programming is fine, but we do not want to air a show that only appeals to you and the folks in your underwater frisbee golf club.
- **Edutainment.** Does your show educate and entertain the audience at the same time?
- **Longevity.** Does the show have the chance of live on past the point of the original host(s)'s graduation day? Can it become the next legacy show on WVUA-FM?
- **It.** Does the show have that special something that will hold a listener captive. Will it become must listen to programming. Will listeners notice, much less miss it, when it does not air?

Submission

Please save your proposal as either a Word Docx or PDF and upload it with via the form at <https://wvuafm.ua.edu/staff-resources/specialty-show-pitch-form/>. Please provide a link to your demo, if you have the means to produce one on your own. We suggest uploading the files to UABox and creating a link. Lastly, be sure to list your meeting availability, as well. You will hear back from the program director verifying that we have received the form and confirming the day and time of your pitch meeting.

If you have any questions, please feel free to contact us.

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