Pitching Competition| 2022

In collaboration with Lucy Vernall at The Academic Ideas Lab, TORCH is inviting humanities researchers to propose ideas for research-based radio and TV programmes.

Lucy Vernall began her career in mainstream factual television production and development at the BBC, going on to produce and direct programmes for BBC One and Two, ITV, Channel 4 and Discovery. She currently runs The Academic Ideas Lab working to connect large audiences with new research by supporting the development of mainstream TV and radio programmes and items based in academic research and expertise. She is also an alumna of the TV Foundation's *Ones to Watch* scheme, was on the judging panel of the AHRC's *Research in Film Awards* 2020, taught on the AHRC's *TV PhD* and *New Generation Thinkers* schemes as well as providing training for the AHRC Leadership Fellows and chairing sessions for the AHRC's *AHTV* conference.

Successful applicants will be given the opportunity to discuss and develop their programme-making ideas with Lucy Vernall before being introduced to a radio or TV producer for a 1:1 development meeting.

Competition Details

We welcome applications from University of Oxford researchers working in all areas of the arts and humanities. **The deadline for proposals is 10 June 2022** - please email your proposals to the Creative Industries Officer, Tasha Patel (tasha.patel@humanities.ox.ac.uk).

Successful applicants will be contacted by 8 July 2022 and invited to a 1:1 meeting with Lucy Vernall before being introduced to a radio or TV producer for a development meeting.

For any queries about the competition, please contact Tasha Patel (tasha.patel@humanities.ox.ac.uk).

Application Process

To apply for this competition, you need to write a proposal describing how your research could provide original material for a television or radio programme, and how it might attract the ordinary listener or viewer. Ideas need to be accessible to a wide audience. Your proposal should show how your idea is linked to your research and how the programme or series would use your unique research, access, contacts or expertise'

Your proposal should be anywhere from 200 to 500 words and should explain:

- **What's new?** - what are we seeing or hearing that we haven't seen or heard before
- **Why now?** - why should this be broadcast in 2023/2024 and what is the reason behind why this will only work now

- **What, where and who?** - what could we do, where could we go, and/or who could we meet in the programme

At this stage, do not worry about the length of the episodes or how many there should be. You are welcome to suggest a channel, broadcaster or platform, but this isn't required at this stage.

Through this competition, researchers will have the opportunity to learn how to develop a pitch, understand what works and doesn't work for audiences in the radio/TV space, and get a snapshot into the overall process of turning a research-based idea into a radio or TV programme.

It is important for successful applicants to remain open to input and feedback from Lucy/development producers and to be flexible with their ideas to ensure research ideas translate well for radio and TV.

==**Timeline**==

- **Register for training:** 29 April 2022
- **Training Session:** 11 May 2022, 1:30pm – 3:30pm
    - *During this training session, participants will have the opportunity to learn about the different ways academics can work with radio and TV, questions to consider when writing a pitch, what commissioners are looking for and more! After this, participants will have four weeks to write and submit their own proposal.*
- **Proposals due**: 10 June 2022
- **Successful applicants contacted by:** 8 July 2021
- **1:1 meeting for successful applicants with Lucy Vernall:** w/c 11 July 2022 and 18 July 2022 (exact dates TBD)
- **Development meetings with radio/TV producers:** w/c 18 July 2022 and 25 July 2022 (exact dates TBD)