

Overview

This Standard is about "pitching" (presenting) ideas for editorial content to producers, editors or commissioners in a way that is both professional and persuasive. It is about being clear about the key elements of your pitch and what makes the idea distinctive.

It is about supplying all the necessary background information about the practicalities of content creation, production and a realistic estimate of costs.

It involves taking into account relevant legal and copyright restrictions, as well as current codes of practice.

This Standard applies to all those who pitch ideas for editorial content.

Performance criteria

You must be able to:

1. make cases or pitches for ideas for editorial content that are compelling, succinct and coherent
2. provide accurate and relevant background information and realistic estimates of costs
3. to support proposals, make sure that the ideas comply with relevant legal and copyright restrictions and current codes of practice
4. present your proposals in an appropriate format
5. ensure that the presentation of ideas or scripts identifies the elements of the content to be created in a clear and accurate way
6. ensure proposals are within the constraints of time and budget
7. give decision makers sufficient time to ask questions and seek clarification
8. adapt or reformulate your proposal based on feedback, accepting criticism in a positive way

Knowledge and understanding

You need to know and understand:

1. information about the potential audience and market, editorial style, genre or format
2. how to demonstrate that the idea or script is original and meets editorial content requirements
3. how to make compelling, succinct and coherent presentations to different recipients
4. how to identify and prepare relevant background information
5. how to estimate content creation and production costs
6. how ideas are realised in different environments
7. the cost and, technical and logistical implications of realising ideas
8. the requirements for content length and style, duration, audience and cost bracket
9. the key legal and ethical considerations which affect the use of information
10. the relevant copyright restrictions
11. the relevant aspects of current journalistic codes of practice
12. how to prepare for questions from decision makers
13. how to amend proposals based on feedback

Pitch ideas for editorial content

Developed by	Creative Skillset
Version Number	2
Date Approved	March 2019
Indicative Review Date	March 2022
Validity	Current
Status	Original
Originating Organisation	Screen Skills (formerly Creative Skillset)
Original URN	SKSJ26
Relevant Occupations	Media and communication; Media Associate Professionals
Suite	Journalism
Keywords	pitch, present, content, journalism
