

#NEW
CREATIVES

LOOKING FOR ADVICE?

WHAT MAKES A GOOD APPLICATION

EMAIL INFO@RURALMEDIA.CO.UK
FOR MORE HELP

TOP TIPS

[FILM APPLICATIONS]

BEGINNING, MIDDLE, END

WE NEED TO SEE HOW YOUR PIECE DEVELOPS AND CHANGES FROM **START TO FINISH**. SHOW US THE ARC OF YOUR STORY

SCRIPT / TREATMENT

DON'T FORGET THESE! YOU CAN APPLY WITH EITHER, BUT **BOTH IS PREFERABLE**. WE WOULD IDEALLY LIKE TO SEE A FULL SCRIPT BUT ARE HAPPY TO RECEIVE A FULL TREATMENT WITH A SCRIPT SAMPLE

DETAIL

DON'T BE TOO BRIEF! WE NEED DETAIL. SHOW US YOU'VE THOUGHT ABOUT YOUR STORY, CHARACTERS AND IDEAS. WE CAN'T COMMISSION YOU BASED ON LITTLE INFORMATION. ANYTHING ELSE THAT YOU THINK MAY HELP THE PANEL VISUALISE YOUR IDEA (LIKE MOODBOARDS OR REFERENCES) WOULD BE BENEFICIAL

FEASIBILITY

CAN IT BE MADE WITH LIMITED BUDGET / IN CURRENT TIMES? IF NOT - YOU MIGHT NEED TO RETHINK YOUR IDEA!

#NEW
CREATIVES

HERE ARE SOME HELPFUL LINKS AND RESOURCES FOR TREATMENTS, SCRIPTS AND VISUAL SCRIPTS

VISUAL SCRIPT ADVICE FROM
SCRIPT READER PRO
([CLICK HERE](#))

VISUAL SCRIPT ADVICE FROM
LIGHTS FILM SCHOOL
([CLICK HERE](#))

7 RULES FOR WRITING SHORT
FILMS FROM RAINDANCE
([CLICK HERE](#))

HOW TO WRITE A
TREATMENT BY NO FILM
SCHOOL
([CLICK HERE](#))

HOW TO WRITE A
TREATMENT BY MOVIE
OUTLINE
([CLICK HERE](#))

MORE HELPFUL INFO
([CLICK HERE](#))
AND
[HERE](#)

TOP TIPS

[AUDIO APPLICATIONS]

PITCH IT

START YOUR PITCH BY INTRODUCING THE IDEA IN A **COUPLE OF LINES**. IF YOU'RE STUCK, LOOK AT HOW PROGRAMMES AND PODCASTS ARE DESCRIBED ON BBC SOUNDS. CAN YOU DO THE SAME FOR YOUR IDEA?

THINK SOUND

WHY IS THIS IDEA GOOD FOR AUDIO? TELL US HOW YOUR IDEA WILL WORK **IN SOUND**. BEWARE OF HURRIEDLY CONVERTED FILM SCRIPTS FULL OF VISUAL REFERENCES!.

KEEP IT SIMPLE

THESE ARE SHORT FORM PROGRAMMES. THINK ABOUT WHAT WORKS AT THIS LENGTH. WE ARE PARTICULARLY INTERESTED IN **SHORTER LENGTH** PIECES FOR THIS ROUND THAT WILL RUN UNDER 5 MINUTES.

DO THE RESEARCH

THERE IS A LOT OF NEW CREATIVES CONTENT ON BBC SOUNDS NOW. IT HELPS YOUR APPLICATION IF YOU **UNDERSTAND THE MEDIUM**.

TOP TIPS

[AUDIO APPLICATIONS]

RELEVANCE

AVOID TOPICAL REFERENCES.
THERE WILL BE A CONSIDERABLE
DELAY BETWEEN PITCHING AND
ARRIVING ON A BBC PLATFORM.
**WILL YOUR IDEA BE RELEVANT IN
SIX MONTHS TIME?**

BE ORIGINAL

TOPICAL IS GREAT, BUT WE WANT
AN **ORIGINAL ANGLE**. DON'T JUST
TELL US THAT CLIMATE CHANGE IS
A PROBLEM, TELL US HOW YOU
FEEL ABOUT IT.

BE BOLD

VOICE IS THE MOST IMPORTANT
PART, SO **BE BRAVE!**

AUDIENCE

WHO IS YOUR **TARGET AUDIENCE** ?
WHO'S GOING TO LISTEN?

HELPFUL LINKS

HOW TO WRITE FOR AUDIO
DRAMA
([CLICK HERE](#)).

HOW TO WRITE FOR AUDIO
POETRY
([CLICK HERE](#)).