**THE UNIVERSITY OF GUYANA RADIO**



**95.5 INTELLIGENT FM**

**PITCH (programme proposal)**

**SUBMISSION FORM**

**UG 95.5 INTELLIGENT RADIO – seeks to bring quirky, dynamic, inspiring, thoughtful, educational and entertaining programmes from the UG community to the public within 20 miles of the Turkeyen Campus. It is run by the Centre for Communication Studies for the University of Guyana Broadcast Trust. UG radio is expected to provide practical production, presentation, engineering, advertising, marketing and management.**

**Contact Information**

|  |  |
| --- | --- |
| **Name** |  |
| **Email** |  |
| **Contact Number** |  |
| **Date of Submission** |  |

**Background Information**

|  |  |
| --- | --- |
| **Faculty/Department** |  |
| **Occupation** |  |
| **Region** |  |
| **Brief Bio (100 words)** | |

**Programme Information**

|  |  |
| --- | --- |
| **Title:** |  |
| **Format:** |  |
| **Target Audience:** |  |
| **Segment:** |  |
| **Duration/Runtime:** |  |
| **Programme Idea:**  **Programme Idea** | |
| **Basic Outline:** | |
| **What will listeners learn from your programme?** | |
| **Why is your programme important?** | |
| **Presenter/DJ sample demo reel should be attached** | |

**Email to** [**uogradiostation@gmail.com**](mailto:uogradiostation@gmail.com)

**Deadline for submission of pitches – July 5, 2019.**

**UG 95.5 Intelligent Radio**

**Programme Pitches Format**

**Who is eligible?**

The University of Guyana will soon be launching its radio station 95.5 Intelligent FM and invites **present students and staff members** to submit programme ideas. **Please note none affiliated University persons are not being required to submit programme pitches at this time.**

**Mode of Submission:**

Interested individuals are asked to complete a submission form and potential presenters are asked to submit a short demo reel of 60 seconds to support their pitch.

Each submission should list the following:-

The full names, age, contact number and brief biographical information, including any past experience working in radio by the applicants.

**Programme Content Information:**

You must have a title for the programme you are pitching to the university. It should not be more than six (6) words.

**Format:**

All formats may be submitted. However, please state whether your programme is a Talk radio, news programme, music, drama, freeform etc.

**Target Audience (Who do you expect to or want to listen to your programme?):**

State your target audience and be specific by identifying whether it’s directed at male university students, pregnant mothers, lawyers, faculty members, bus operators etc and the age range of your audience. You can also state if they belong to a particular area.

**Segment (When do you want your programme to be aired?)**

State what your preferred day and times you would like your programme to be aired. Whether your radio segment will be during the morning, 6:00- 9:00h, 10:00-14:00h, 14:00-17:00h, 17:00h-20:00h, 20:00h- midnight or after midnight to 6:00h.

**Duration:**

State the proposed length of your programme (not more than 1 hour). Please state also if you propose a single programme or a one off series.

**Programme Name:** What is the name of the programme?

**Programme Idea: (Describe the programme content)**

This is where you make your pitch about your programme by giving the gist. You will state whether the programme will be pre-recorded or live and if you have plans to also share it online. You can also state whether you will be having guests or if it’s a programme featuring one person. This should not be more than 150 words.

**Who are the Presenters?** Please state the persons who will be speaking or playing any role in the programme.

**IMPACT:** State what potential listeners can gain/learn/feel from such a programme and the relevance and importance of your programme to your audience.

**Demo Reel:** If you are interested in becoming a presenter on your own programme or any other, please submit an audio sample of you presenting on a topic you are passionate about or a sample of your programme. It should be no longer than 60 seconds.

**SUPPORT TO PRODUCE THE PROGRAMME THAT YOU THINK YOU WILL NEED:** This refers to any training and technical support you may think would be needed to properly develop and present the proposed programme.

**DEADLINE FOR THE FIRST ROUND OF CALLS**: **July 5, 2019**

**PROCESS OF APPROVAL**: Please note that this is a call for proposals which will be reviewed by a Committee comprised of members of the CCS, The Public Relations Dept, The UG Broadcasting Trust Board augmented by well-known alumni who are experts in radio.

The committee will review all ideas and shortlist the programme pitches which appear to be most in keeping with UG radio and which seem viable and immediately possible to air.

At that point the persons pitching will be notified by the Manager of the UG Radio and Secretary to the Trust.

Other less developed programme ideas will be approached also for later development.

It should be noted that this is non-for profit and chosen pitches are expected to be done in the first instance for gratis unless individual sponsorship is secured.