

Please Note: In 2007, our deadline will be Friday, January 12. IDEAS will have only one proposal review session in 2007.

IDEAS is CBC Radio's program of contemporary thought. The show is an hour long and is broadcast nationally – Monday to Friday – at 9:05 p.m. on CBC Radio One.

The show's content is wide-ranging. From the French thinker Simone Weil to ideas about oceans. From ice cream to Einstein. Dante to spy novels. Robin Hood to the culture of pain. Almost any subject can become an **IDEAS** program, as long as there's an important idea at the core and a fascinating story to be told.

Our approach is eclectic, but we focus on the documentary, using story-telling and narrative techniques to convey ideas. Our attitude is one of open exploration tempered by skeptical inquiry. We look for original perspectives and draw on the knowledge, insights and character of our contributors in shaping our programs.

Our aim is to create programs that are insightful, informative, provocative, quirky and entertaining – programs that will appeal to a wide audience.

HOW IDEAS WORKS...

IDEAS is organized by a core unit in Toronto and an Edmonton-based producer responsible for developing programs from the prairies. We also have contributing producers in most other CBC production centres across the country.

We encourage freelance contributions, and many of our programs are based on proposals we receive from freelance contributors. We accept proposals from freelance contributors twice a year, in January and May. Specific deadlines are given later in this document.

PROGRAMS AND SERIES...

IDEAS produces both individual episodes and thematic series. Most of our series are two shows long; some are three. For big, big themes, we will go longer than three shows, but these are exceptions. **If you're new to the show, single episode proposals only, please.**

IF YOU HAVE AN IDEA...

- **Listen to the show** so you know what we do.
- **Look at our past schedules** to make sure you're not proposing something we've already done. Our schedules are posted on the **IDEAS** web site.
- **Write a proposal.** We make production decisions only on the basis of written proposals. We do not, as a rule, accept proposals from writing teams.

IN YOUR PROPOSAL, WE WANT TO KNOW...

- **What your idea is:** Tell us what the program is about and why you want to do it. This is your chance to tell us something about how your mind works.
- **How you would treat the idea:** What will we hear? How will the story be told? Whom will you interview? The list does not have to be complete, but we want some idea of the people we would hear in the program.
- **If you are proposing a series:** a focused description of each episode.
- **If you have to travel:** we can arrange to interview almost anyone, almost anywhere in the world from a local CBC studio. But sometimes you have to travel to get the material you will need. Where do you have to go? We have a limited travel budget so don't tell us you have to go to Paris, Cairo and Beijing to make your program. We can't afford it. And if you're a first-timer, we will not send you on a major international trip. Focus on sources closer to home.
- **Something about you:** a short bio, especially if you haven't contributed to *IDEAS* before. No radio experience is required, but we'd like to know about any journalistic and broadcasting experience you may have. We'd also like to know what, if any, special expertise you have in the subject you are proposing.
- **When you would be available** to work on the programs.

HOW LONG SHOULD YOUR PROPOSAL BE?

Three pages max: a page for the idea, a page for the treatment, and a page about you.

SEND US YOUR PROPOSAL...

- **by e-mail** to ideas_proposals AT cbc.ca (change the letters AT to the @ symbol and remove the spaces when sending to this address)
- **by regular mail** to *IDEAS*, Box 500, Station A, Toronto, Ontario, M5W 1E6.

IF YOU E-MAIL US...

- **Send the proposal** either as an MS Word document or as main text within the e-mail itself. Please do not send us Word Perfect documents.
- **Tell us where you are.** Include your mailing address and phone number on your proposal.
- **If you live near a production centre outside Toronto,** copy the proposal to the regional contributing *IDEAS* producer nearest you.

IF YOU USE REGULAR MAIL...

- **Send ten (10) copies** of the proposal directly to *IDEAS*, Box 500, Station A, Toronto, ON, M5W 1E6.

- **Make sure your name, address and phone number are on the proposal itself.** If you send us more than one proposal, put your name, address and phone number on each one.
- **If you live outside Toronto,** be sure to notify the contributing producer in your region that you are sending a proposal to *IDEAS*. You do not have to send him or her a hard copy.
- **Please do not send proposals by fax.** We will not read them.

WHEN TO APPROACH US...

In 2007, our deadline will be Friday, January 12. IDEAS will have only one proposal review session in 2007.

Your proposal must be received at the IDEAS office in Toronto by the deadline. E-mail proposals must be received by midnight Eastern Time, at the end of the day of the deadline.

If your proposal arrives after the deadline, we will hold it for a subsequent review period.

Please note: it's *your* responsibility to get your proposal to Toronto by the deadline. Delivery to the contributing *IDEAS* producer nearest you doesn't count.

AFTER WE GET YOUR PROPOSAL...

We will hold it for the next review period. We will respond to proposals received in January by **April 1st**.

IF YOUR PROPOSAL IS ACCEPTED...

You will be assigned to work with an *IDEAS* producer. He or she will discuss production details with you and guide you through the whole production process.

WHAT WE PAY...

Most of our programs are commissioned under the collective agreement between the Canadian Media Guild (CMG) and the CBC. The amount you are paid depends on what you are commissioned to do: provide consultation, research, interviews, commentary, or rough-cut tape documentary.

FEEDBACK...

Because of the large number of proposals we receive, unfortunately we are not in a position to give feedback on individual proposals.

IDEAS CONTRIBUTING PRODUCERS

VANCOUVER

Kathleen Flaherty
P.O. Box 460
Vancouver, British Columbia
V6B 4A2
(604) 662-6127
e-mail: Kathleen_Flaherty@cbc.ca

THE PRAIRIES

Dave Redel, Senior Producer
P.O. Box 555
Edmonton, Alberta
T5J 2P4
(780) 468-7429
e-mail: Dave_Redel@cbc.ca

OTTAWA

Lisa Hébert
Network Producer
7th Floor, Chateau Laurier
P.O. Box 3220, Station "C"
Ottawa, Ontario
K1Y 1E4
e-mail: Lisa_Hebert@cbc.ca

MONTREAL

Jane Lewis
P.O. Box 6000
Montreal, Quebec
H3C 3A8
(514) 597-4498
e-mail: Jane_Lewis@cbc.ca

HALIFAX

Stewart Young
Network Producer
5600 Sackville Street
P.O. Box 3000
Halifax, Nova Scotia
B3J 3E9
(902) 420-4447
e-mail: Stewart_Young@cbc.ca

ST. JOHN'S
Marie Wadden
Network Producer
P.O. Box 12010, Stn. "A"
St. John's, Newfoundland
A1B 3T8
(709) 576-5276
e-mail: Marie.Wadden@cbc.ca

IDEAS Toronto unit
P.O. Box 500
Station A
Toronto ON M5W 1E6
(416) 205-6029