

Detour Request for Pitches (July 2015)

[Detour is a brand new way to experience the world](#) – gorgeous audio walks that reveal hidden stories, people and places at every turn. We commission immersive, location-based audio stories from some of the best people working in sound (like [Radiolab](#) and [Soundwalk](#)).

We're actively seeking ideas for new Detours for the San Francisco Bay Area. ([Here's our current line-up.](#))

Detours are place-based stories with interesting characters and provocative ideas at the center of the experience. They have a theme and an arc – not just a collection of points on a map – that take listeners deep into the essence of a place. Detours range from 15 to 60 minutes and are narrated by someone with a deep connection to the place and story (sometimes the tour producer, sometimes a “notable personality”, sometimes just a regular person with an incredible location-based story). Detours help listeners discover new places, meet people with unique perspectives, and walk away with a greater understanding of our world.

The best way to know what makes a great Detour is to experience one yourself. Take a Detour for free before you pitch us by using the redemption code RFP2015 [here](#).

We're interested in all great stories in the San Francisco Bay Area. That said, we have some particular areas of interest at this time:

- Shorter Detours – 15-30 mins.
- Detours best taken after dark
- An Earthquake Detour
- A “love” Detour (up for interpretation...)
- A nature and bird-watching Detour ([something like this?](#))
- A funny/comedy Detour (we'd LOVE to release this in January w/ [Sketchfest](#))

We're also looking for Detours in these particular locations (but if you've got a great story for somewhere else, feel free to pitch us that too):

- The Mission
- Golden Gate Bridge
- Lands End
- The Presidio (?)
- Berkeley and East Bay
- South Bay / Silicon Valley

Pitching Detour is a 2-step process:

Step one: Respond to this RFP with a one-page (max) description of your idea. Sell us on the story, the people, the ideas, and the place. Be as specific about place as you can. The second page should be additional personal info like your bio, radio/audio experience, and links to representative work. Successful initial pitches will *probably* have the following elements:

- An evocative description of the Detour's story and theme (Examples: [1](#) & [2](#))
- Compelling ideas for the narrator and voices in the story
- Exciting examples of things people will see and experience along the route and any "wow" moments
- A vision for how sound and sound-design will help tell the story
- Ideas for (or relationships with) partner organizations/institutions that could popularize the Detour long-term (ex: The GLBT History Museum w/ the [Castro Detour](#))

Step two: If we select your initial pitch, we'll ask for a longer, more in-depth proposal. We'll also give you a sense of the scope, timeline, and budget we'll anticipate.

Deadline to respond to this RFP is 11:59pm, Wednesday August 19 (step one).

We'll review one-page pitches and be back in touch within a week if we'd like to see a full-fledged proposal. We anticipate all Detours commissioned from this RFP will be created over a 3-4 month production process beginning in September 2015 and wrapping up January 2016.

Questions? Please ask: submissions@detour.com