

MALESHA AND WES BROWNING
MUSESALON COLLABORATIVE + SEMA FILMS

CRAFTING YOUR PITCH

a workshop for artists and arts organizations



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March 28, 2024

South Arts Professional Development Workshops 2024

HOUSE KEEPING

While waiting for others to come in, here are some rules and reminders to keep in mind.

1

Please make sure all mics are on mute.

2

Type in any questions into the meeting chat window.

3

Please message us directly with your email address to receive a copy of today's presentation.

WHAT WE'RE LEARNING TODAY

Here are the topics we will cover:

- Know your “why”
- The elevator pitch
- Content is key, but so is how it looks
- Working with trusted individuals
- Controlling your filming environment



ABOUT MALESHA

**I am a classically-trained vocal artist & composer
aka Mali Irene**

I have worked in the arts for over 25 years in a variety of roles from arts administrator, teaching artist, producer, consultant and professor.

Local projects include: the voice of the Praise House Project among other songs with Salah Ananse, the album “She is Mali,” on streaming platforms, and the Music awardee of the prestigious NBAF Horizon Awards 2022.

Website: www.maliirene.com

I am Founder of museSalon Collaborative

We were the Curator in Residence with Art on the Atlanta Beltline 2021-2022 and currently the curriculum consultant for the South Arts Southern Cultural Treasurers.

Website: www.musesalon.org



ABOUT WES

As a devoted storyteller with more than two decades of experience, I am driven to capture the profound evidence of the human spirit, emphasizing the deep connections that unite us.

I'm the owner of Sema Films, a media production company specializing in collaborating with non-profits, social enterprises, foundations, and other organizations to share the narratives of their impactful work. I've had the privilege of exploring and documenting stories in more than 45 countries, working on projects for Atlanta Public Schools, Africa Exchange, Calendly, The Coca-Cola Company, Emory University, Mercer University, The Rockefeller University, and many others.

Website: www.semafilms.com

PREPARATION IS KEY.

What you need to know before you build your pitch!

KNOW YOURSELF

Build out your digital branding materials: website, social media handles, bios and and your electronic press kit.

What do you want to be known for? Branding.

KNOW THE REQUIREMENTS

Read and re-read the application and imagine yourself fulfilling the requirements before you apply.

Do you really want this opportunity?

Can you deliver on camera?

BUILD A SCRIPT THE 5 W'S

Who: Name, Title, Affiliations

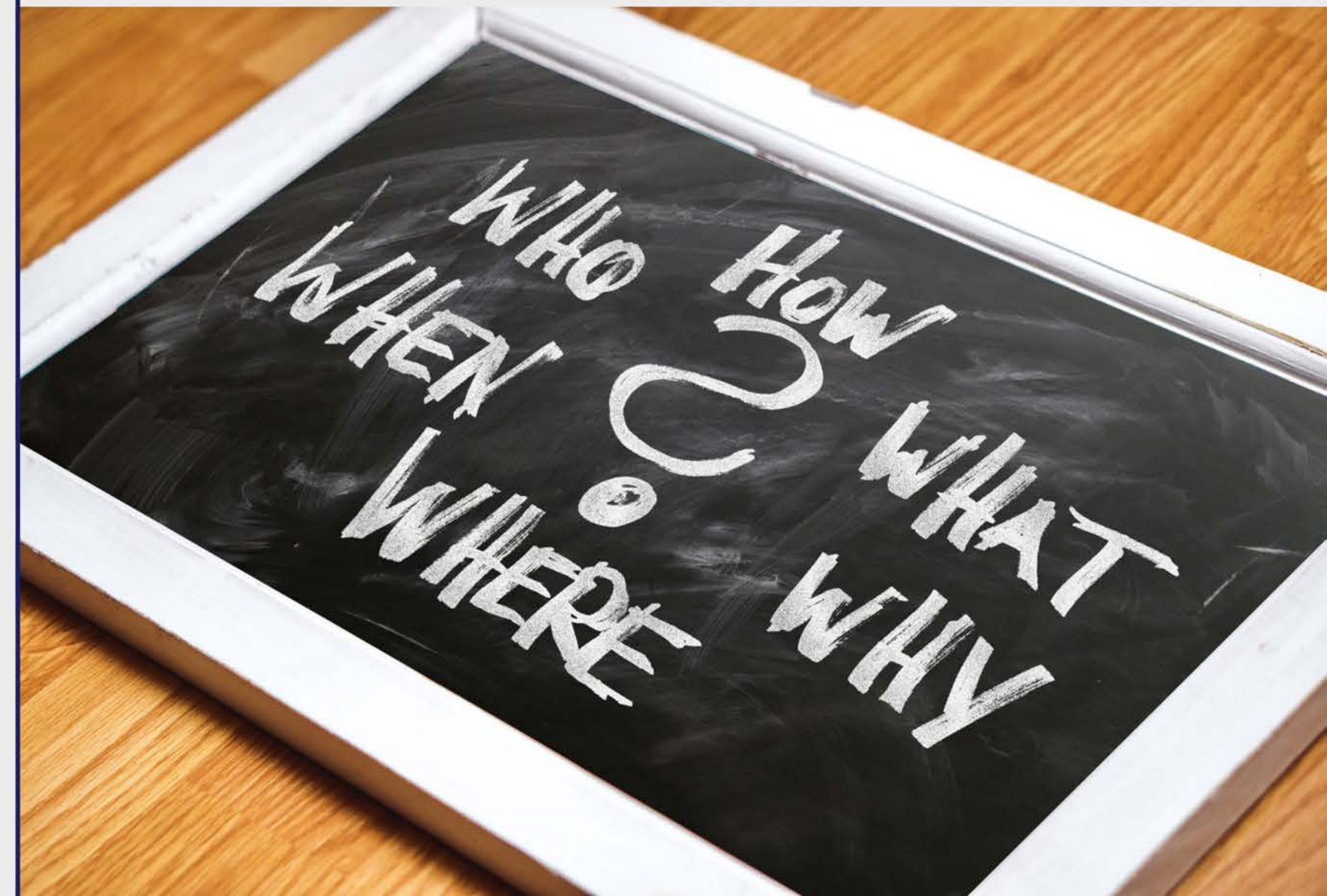
What: What you do, Mission, Practice

When: History, Frequency, Fiscal, Season, Hours

Where: Residence, Community Served, Tour

Why: Purpose, Vision, Passion

Script the basics: clear, relevant
and concise.



**WHAT
MAKES
YOU
COME
ALIVE**

**“Don’t ask what the world needs.
Ask what makes you come alive,
and go do it.**

**Because what the world needs
is people who have
come alive.”
- Howard Thurman**

ASPECTS OF THE PITCH

1

Tell me your WHY

- What is your purpose?
- Who has been impacted by you/your work?
- What makes you come alive?
- What changes are you trying to achieve?

2

Elevator Pitch

- A memorable 30-60 seconds to spark interest
- 5ws + ask
- Explain what you want
- Call to action- mission fulfillment

3

Value Proposition

- Why me?
- What makes me/us different?
- USP (Unique selling point)
- Strengths and track-track record
- Metrics
- Good fit

POWER OF A SINGLE STORY



“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget *how you made them feel.*”

Maya Angelou
1928 - 2014



MOVE US.

- A pitch is also like a performance, exhibition and mini-documentary.
- Your listeners and grant committee are real people (not predators).

PUTTING YOUR GREAT CONTENT ON VIDEO

What you say matters - how you look makes it better!

UNIQUE OPPORTUNITY: MESSAGE RETENTION

Video gives you and/or your organization a unique opportunity to SHINE, in ways you would not on paper

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.



KEY FACTORS IN YOUR MESSAGE

- Clearly articulating value and message
- Quality video
- Communicating just the right amount
- Inviting the viewer



WORK WITH TRUSTED INDIVIDUALS



RECORDING BASICS



ABOUT CAMERAS

A mobile phone from the past 3-4 years is usually a great option.

A video camera from the past 5 years is even better.

WHAT TO AVOID

Cameras in laptops or tablets are lower resolution and are less ideal.

Avoid the front-facing camera on your phone - it's typically not as high quality as the rear.

ENVIRONMENT SOUND

Listen for what you might be used to and try to avoid it (i.e. trains, air conditioners, etc.).

Put away pets.

MICROPHONE PLACEMENT

In many cases the microphone on your phone will work fine as long as you're close.

An external microphone would be even better (avoid headsets).

LIGHTING SOURCE

Natural light from a window during the daytime is often best.

Avoid light sources from behind you.

SIMPLE BACKGROUND

Choose a background that is simple and does not have distracting objects.

Backgrounds with complex shapes or multiple objects should be far away and out of focus.

CAMERA PLACEMENT

Position the camera in landscape mode, not portrait.

Avoid placing the camera at a low angle (ie. beneath the chin).

CAMERA FRAMING

Directly in front of you which makes it easier for viewers to connect.

10% of empty space above/below your head (occupy the middle 50% of the frame).

RECORDING

Relax and Smile!

Press record and wait about 5-10 seconds before you begin, and wait 5-10 seconds after you're done to stop recording.

EDITING

Make clean edits with fades and transitions.

Make it easy for viewers to see important details clearly.

SHARING AND SUBMITTING

Check file requirements, if listed, to confirm if you are submitting a file or a link to the video.

Use captions and transcription if you are submitting to a platform that supports it (i.e. YouTube or Vimeo), otherwise, try to include these in your edit.

Be sure your video file can be opened in the platform or is an unlisted public link for easy viewing.

**THE HARDEST THING
ABOUT A GOOD PITCH
IS CONFIDENCE!**

Never underestimate the power of knowing your worth and telling your story.

THANK YOU!

seMA
films



Stay in touch!

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