

*This is About - pitch example*

Here is an initial pitch that was sent to the *This is About* team by Claire Crofton.

Hey Jesse!

Hope you're well. I have an idea that might fit for 'This is About'. It's the amazing story of Ron Furey aka Yaron Svoray.

Ron Furey was an Australian White Nationalist keen on joining the Neo-Nazi cause. He befriended groups in Germany, South America, all over the world. They loved him, he was perfect - he espoused all the same views that they did, he was an Arian babe, he was a Nazi pin-up. They opened up to him, welcomed him with open arms.

But one problem. He was actually a Jewish investigative journalist from Israel. His name is Yaron Svoray.

Through his investigations, he bust groups in Germany, and even managed to track down notorious Nazi war criminals in hiding in South America. This is an incredible story that takes us around the world and at points, back in history. The story seems particularly pertinent now in these times of a rising "alt-right".

Yaron is a fantastic story teller who tells the tale with humour, detail and suspense. You can hear him speak about another amazing story (about Nazi diamonds) here, to get a feel for his delivery: <http://www.yaronsvoray.com/>

I've been in touch with Yaron and we're speaking next week.

I'd edit the story to leave listeners in suspense as the truth of his real identity was slowly revealed and the amazing story unravels. I'd use sound design to enhance the interview and create something that is both playful, serious and surreal.

Really looking forward to hearing from you.

Best,  
Claire

**After this email, the *This is About* team wrote back to Claire asking her to expand on specific plot points. Claire then came back to us with a developed outline of the story beats, which shaped the episode she went on to produce. (The below has been condensed).**

Hey Jesse!

Spoke to Yaron this weekend and he's completely fantastic - a totally eccentric character who is a wonderful story teller.

Key scenes could be the following (Yaron tells these far more brilliantly than I can write them!)

1. His trip into the woods to meet the top neo-Nazis at the training camp.

After climbing the ladder through sweet talking various neo Nazi groups around the country who all thought he was a rich journalist wanting to invest in the most hard-core group, he is taken to meet the head honchos in the depths of wood. He stops the car by a lake. There are people wandering around in Nazi uniform. It's totally surreal. He sees them doing shooting practice. Feeling so at ease with this scene having been imbedded into the world for 11 months, he accidentally slips into Hebrew and remarks that they look like the soldiers in National Service in Israel. The German head honcho switches his machine gun

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into active mode. Yaron is sweating - 'I realise I'm dead'. This is super tense and yet super funny in the way he tells it

## 2. The verification phone call

They are paying a secretary to sit by a red phone every day in case it rings, she can answer and say "hello, Right Way magazine" and verify Yaron's story. The phone is at the Yad Vashem Holocaust memorial museum. The one day the phone rings, the secretary is off sick. The phone is ringing and ringing (this could build a lot of tension), until one of the museum archivists is so frustrated, he grabs it and says "Shalllll..." about to say shalom, he suddenly remembers and says 'Shall the right way triumph, this is the right way magazine' it saved Yaron's life. But the Nazi at the other ends wants a copy of the magazine by Monday to prove Yaron's identity. The staff at the museum spend all weekend coming up with the best ever far right magazine (this could be a real comic element, a bunch of museum librarians thinking up macho Nazi stories and adverts).

## 3. The Nazi Brunch

Yaron gathers all the Nazis for an expensive brunch. He says he is going to make an announcement about who he is going to give the money to. But this is actually where he is going to bust them. He's got an American journalist to rig him up with microphones and get them to say incriminating things. But they're all enjoying their eggs and hollandaise sauce too much to talk Nazi propaganda and Yaron is getting increasingly frustrated. One of the Nazis picks up on this and suddenly exclaims 'Juden!' and takes a gun to Yaron's head. Things get tense as the other Nazis love Yaron by now, and think he is this big money man who is going to elevate their cause. So, the Nazis all erupt into a brawl in this fancy restaurant but Yaron manages to get away.

## 4. Conclusion

The final bust works out when Yaron publishes his book. On publication, the evidence is so compelling it leads to mass arrests. 29 leaders of the German neo-Nazi movement are taken to jail. Yaron travels to the States where there is a huge party to celebrate.

He is very good at setting these scenes and building tension. I can create sound worlds for them so the listener feels totally present and invested in the outcomes.

Let me know what you think.

Best wishes,  
Claire

**From here, the story was commissioned and [made it onto the podcast.](#)**