

CHSTV/VMSTV PITCH SHEET DETAILS

DATE _____ APPROVED BY _____ DUE DATE ___/___/___

STUDENT NAME #1 _____ STUDENT NAME #2 _____
**TWO STUDENTS PER STORY*

STORY NAME _____ STORY TOPIC _____

STORY TYPE (FEATURE, BREAKING NEWS, LANCER OF THE WEEK, ATHLETE OF THE WEEK, PSA) _____

THE PITCH

1. WHY DOES THIS STORY MATTER? _____

2. WHAT IS MY STORY'S DRIVING QUESTION? _____

3. WHAT IS MY STORY **NOT** ABOUT? _____

4. WHAT ARE MY DREAM INGREDIENTS? _____

5. HOW WILL I ENGAGE MY AUDIENCE --- AND HOLD THEM? _____

6. WHAT WILL MY AUDIENCE REMEMBER WHEN IT'S OVER? _____

7. HOW WILL I APPROACH THIS STORY VISUALLY? _____

8. WHAT DO I ENVISION MIGHT BE MY OPENING SHOT? _____

9. MY CLOSING SHOT? _____

10. LIVE GUEST POTENTIAL? YES _____ NO _____