



Pitch Sheet

Name: _____ Pitch Sheet Deadline: _____

Project Topic: _____ Project Deadline: _____

Genre: News Sports Promo Person of Interest Commercial PSA

Review Drama Opinion Trailer Current Event Spoof

Other (explain) _____

Purpose: Inform Explain Promote Persuade Entertain Inspire Train

Producer: _____ (the ONE person in charge, start to finish)

Crew: Camera _____ Audio _____ Edit _____

KNOWLEDGE: The WHAT

What is your overall story idea? Explain, in detail.

Tell me more about your PURPOSE in this video.

What emotion do you intend to create in your viewers with this piece?

RELEVANCE: The WHY

Why will people care about your story?

Why are you excited to run this story?

SPECIFICS: The HOW

What format will you follow? Explain.

How will you tell the story? Stand-up/Reporter/VO/B-Roll? Or will you create a narrative?
Other?

RESEARCH: The WHO

Who else will be in the story? Why do you need them in particular?

Whose voice will tell the story?

What kinds of characters are needed? Where will you get them?

FACT GATHERING: The WHEN & WHERE

When/Where will you film?

When/Where will you interview?

When/Where will you gather B-roll or film footage?

When/Where will you shoot the standup?

PICKY DETAILS—Add to this part as you further develop your idea

PROPS: What props, costumes, wigs, makeup, etc. will you need? Be **thorough!** When do you need these items at school?

EQUIPMENT: What equipment will you need to film? Cameras, Tripods, Slider, Steadicam, Boom Mic, Shotgun Mic, Lapel Mic, lighting kit, bounce forms, etc. Reserve your equipment on the board when you are ready, at least 2 days before filming.

Is this a scripted piece?

****Attach script to this handout!*

LOCATIONS: Where will you film? Do you need outside permission? Sketch the set on a separate sheet, if you are creating a set. What does it need to have? Stool? Interview place? Windows? Doorway? Table and chairs? Front door? Yard? Mark where your cameras will be if you've thought that far ahead.

STANDUP: What will you say for your stand-up or intro? Write it here, word for word.

Which students or teachers will you need? Where are they during your filming time? Include all details here!