

## Lesson Plan

# Pitching a Story Idea

## Project Summary

This lesson will include the key elements to submit a story pitch for news, sports, or feature stories that are intended to be produced in a video format. Students will learn the main elements needed to be able to produce a story.

- Total Lesson Time: 1 Hour
- Standards: STN B1.1, STN B1.2, STN B1.3, STN B1.4, STN B1.5, STN B2.1, STN B2.2
- Subject/Pathway/Industry
  - A/V Technology & Film Career Pathway (CTE)
  - Broadcast Journalism

## Performance Objectives

### PLANNING GOALS

1. Who, what, where, why, and how?
2. What is the purpose of this story, who will care?
3. Is there a human interest element to the story?
4. Who will you interview for this story?
5. Identify any ethical dilemmas that may arise by producing this story.
6. Identify what kind of shots you will use: stand up, b-roll, and interviews.

### ASSIGNMENT

1. In less than 30 seconds, describe how this would be an interesting story as if you were pitching it to your producer.
2. Identify a realistic deadline in which this story can be completed.
3. Is there a possibility to bring any interviewees to the studio for a follow-up?

## Resources & Equipment

1. Pen/Pencil
2. Paper
3. Websites
4. Social Media

## Industry Testimony

*"There's really no substitute for letting an idea develop until it's fully-fledged to the point that it can withstand a robust critique by an editor and sustain a whole feature, rather than a half-baked idea that will fall apart the moment it's questioned."*

**- Heidi Scrimgeour**

## Assessment

### **Planning (10 Points)**

Identifies and executes all six stages of planning a story pitch in a written/typed format.

### **Verbal Pitch (10 Points)**

Effectiveness, Timeliness (Under 30 Seconds).

### **Written Pitch: Story Details (10 Points)**

Identifies a detailed explanation of the approach to telling the story.

### **Written Pitch: Shot Locations and Interview Details (10 Points)**

Identifies the types of shots to be used in addition to explaining a clear plan on how to specifically conduct the interview(s).

### **Ethical Journalism (10 Points)**

Labels any ethical dilemmas that could arise and a clear plan to handle these issues.

## Contact

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