

CHSTV PITCH SHEET

APPROVED BY? _____ DATE _____ DUE DATE _____

NAME OF STORY _____

REPORTER _____

VIDEOGRAPHER _____

TYPE OF STORY (HARD NEWS, ISSUE, FEATURE) _____

LOCATION _____

SUMMARY (WHAT IS THE POINT? IN A NUT SHELL) _____

WHO IS YOUR AUDIENCE? _____

WHAT SHOTS? WHAT INTERVIEWS? _____

HEART OF THE STORY _____ (THINK OF
SYNONYMS, ANTONYMS FOR VOICE OVER AND INTERVIEWS)

LIVE GUEST? _____

CENTRAL COMPELLING CHARACTER? _____

NOUN _____ VERB _____ NOUN _____

GOLDEN NUGGET? _____

MAKE SURE YOU HAVE A STORY ARC, A BEGINNING, A
MIDDLE, AND AN END!

HOOK? (GETS THE AUDIENCE INTERESTED) _____