PITCH SHEET

APPROVED BY:_____ DATE:_____ DUE DATE:_____
Producer Name

NAME OF STORY_____
Be creative & descriptive!

REPORTER	VIDEOGRAPHER

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

THE FACTS: THE FIVE W'S & ONE H	
WHO? **(Central Compelling Character)**	
WHAT?	
WHERE?	
WHEN?	
WHY?	
HOW?	

SUMMARY (What is the point?) _____

_____

_____

HOOK? (Gets the audience interested) In journalism, your hook is what makes the story relevant right now! EXAMPLE: If you're writing a story on dating you need to ask yourself why it's relevant now. What's your hook? Has dating changed? If so, how?	

HEART OF THE STORY? _____
This could be a person or action that makes people care or relate to your story.

GOLDEN NUGGET? _____
Is there a twist or surprise in this story for viewers?