

Producer Name: \_\_\_\_\_

Pitch Date: \_\_\_\_\_

Video Tier (see tier description sheet): \_\_\_\_\_

The premise (summary of story): \_\_\_\_\_

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What kind of story is this (category/franchise)? \_\_\_\_\_

What we will see (scope of story, locations, crucial shots, infographics, sources): \_\_\_\_\_

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Why does this story deserve to be told? \_\_\_\_\_

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What's the hook? In other words, why will I click play and watch this, share this, etc?

What we will hear (soundbites we know we need to get, sources we need to hear from, music choices): \_\_\_\_\_

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What deep feeling or emotion does this story evoke? \_\_\_\_\_

Who or what does the viewer identify with in this story? \_\_\_\_\_

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What insight into the life of the viewer is communicated? \_\_\_\_\_

What parts of this story are told on the web? What photos/stills will you capture? For YouTube, consider what portion of this story could be its own short video. What behind the scenes material can we use on Instagram? Is there an infographic still we'll use on Twitter? What part of this story can be a discussion on Facebook? \_\_\_\_\_

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