

# RCTV PITCH SHEET

## Details

Today's Date: \_\_\_\_\_ Approved by: \_\_\_\_\_ Due Date: \_\_\_\_\_

Reporter 1: \_\_\_\_\_ Reporter 2: \_\_\_\_\_ Reporter 3: \_\_\_\_\_

Segment Name: \_\_\_\_\_ Topic: \_\_\_\_\_

Category: \_\_\_\_\_ Producer: \_\_\_\_\_

## The Pitch

What is the Focus Statement? \_\_\_\_\_

\_\_\_\_\_

Why does this story matter? \_\_\_\_\_

\_\_\_\_\_

What are my dream ingredients? \_\_\_\_\_

\_\_\_\_\_

How will I engage my audience – and hold them? \_\_\_\_\_

\_\_\_\_\_

What will my audience remember when it's over? \_\_\_\_\_

\_\_\_\_\_

How will I approach this story visually? \_\_\_\_\_

\_\_\_\_\_

What do I envision might be the opening shot? \_\_\_\_\_

\_\_\_\_\_

My closing shot? \_\_\_\_\_

\_\_\_\_\_

Studio guest potential?  Yes  Maybe  No

Proposed documentary style:

- Expository mode**      Assertions presented through verbal commentary, while images provide the evidence.
- Observational mode**      Unobtrusive camera creates direct engagement with the everyday life of subjects.
- Participatory mode**      Emphasizes the interaction between filmmaker and subjects, such as interviews
- Poetic mode**      Abstract approach emphasizes visual associations, tonal or rhythmic qualities.
- Reflexive mode**      Mockumentary format, calls attention to the filmmaking process.
- Performative mode**      Filmmaker's own involvement with a subject to heighten the audience's responsiveness.