

**WHO IS YOUR
FAVORITE AUDIENCE?**

**WHAT IS AT STAKE?
TO WHOM?**

**ZOOM OUT - WHAT
IS THE BIG PICTURE?**

**WHAT IS THE
MYSTERY?**

**WHAT ARE THE
STORIES IN THE STORY?**

**WHO IS AN
UNTRADITIONAL
SOURCE?**

**WHAT IS THE IDEA
FOR THE STORY?**

**WHAT ARE PEOPLE
CURIOUS ABOUT?**

**ZOOM IN - HOW
DOES IT PLAY OUT ON
THE GROUND?**

TITLE:

PITCH: