

WHO IS YOUR  
FAVORITE AUDIENCE?

**CONNECTING**

WHAT IS AT STAKE?  
TO WHOM?

**DRAMA**

ZOOM OUT - WHAT  
IS THE BIG PICTURE?

**TELLING**

WHAT IS THE  
MYSTERY?

**WONDERING**

WHAT ARE THE  
STORIES IN THE STORY?

**ADDED VALUE**

WHO IS AN  
UNTRADITIONAL  
SOURCE?

**SURPRISE**

WHAT IS THE IDEA  
FOR THE STORY?

**PREPPING**

WHAT ARE PEOPLE  
CURIOUS ABOUT?

**DIALOGUE**

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

**SHOWING**

TITLE:

PITCH: