

## HIKI NŌ PROFILE PITCH SHEET

SCHOOL NAME \_\_\_\_\_ MENTOR \_\_\_\_\_

1. WHO IS THE PROFILE ON?
2. WHAT DO THEY DO? (Farm, teach, surf, paint, dance, wrestle, cook, raise children, landscape, care for their parents, run a business, etc.)
3. WHAT IS THEIR PASSION? (Could be the same as #2 or a particular aspect of what they do.)
4. WHAT HAS BEEN THEIR GREATEST ACCOMPLISHMENT?
5. WHAT OBSTACLES HAVE THEY HAD TO OVERCOME TO ACCOMPLISH #4?
6. IDENTIFY THE MOST IMPORTANT CHARACTERISTIC THAT HAS ENABLED THAT PERSON TO OVERCOME THESE OBSTACLES?  
(Courage, patience, compassion, a sense of humor, an entrepreneurial spirit, love for what they do, perseverance, etc.)
7. WHAT IS THE ONE ACTIVITY OF THEIRS YOU WILL SHOOT FOR B-ROLL?  
(Be specific.)
8. WHAT IS YOUR PLAN FOR SHOOTING THIS ACTIVITY SO THAT YOU END UP WITH THE ELEMENTS NEEDED TO BUILD A STRONG VISUAL SEQUENCE?

AFTER YOUR PITCH SHEET HAS BEEN APPROVED, DISCUSS HOW YOUR STORY WILL MEET THE FOLLOWING CRITERIA WITH YOUR MENTOR. (THIS WILL SERVE AS YOUR FIRST PRE-PRODUCTION MEETING.) REMEMBER THAT THESE QUESTIONS NEED TO BE SATISFIED FROM THE PERSPECTIVE OF THE UNINITIATED VIEWER.

## **HIKI NŌ STORY CRITERIA**

- 1. Am I compelled to watch (within the first 5 seconds) ?**
- 2. Do I care?**
- 3. What is the conflict?**
- 4. Can I follow the story?**
- 5. It is fair?**
- 6. Did the story establish a sense of place for me? (Do I know where we are?)**
- 7. Was I able to witness something change (even if only a small change)?**
- 8. Did I learn something?**