

**HIKI NŌ HOW-TO PITCH SHEET
(A HOW-TO IS 60- TO 75-SECONDS LONG.)**

SCHOOL NAME _____ **MENTOR** _____

1. IDENTIFY YOUR HOW-TO TOPIC.

**2. WHAT IS YOUR REASON FOR CHOOSING THIS TOPIC? IS IT BECAUSE:
(Check all that apply.)**

IT IS OF CULTURAL SIGNIFICANCE TO YOUR COMMUNITY

IT IS FUN & CREATIVE

IT IS AN INNOVATIVE WAY OF ACCOMPLISHING A COMMON TASK

IT HAS A POSITIVE EFFECT ON SOCIETY

**3. WHAT KIND OF INFORMATION WILL BE PRESENTED IN THE PIECE? LIST
AT LEAST 5 STEPS THAT WILL BE INVOLVED IN THE PIECE.**

AFTER YOUR PITCH SHEET HAS BEEN APPROVED, DISCUSS HOW YOUR “HIKI NŌ HOW-TO” PIECE WILL MEET THE FOLLOWING CRITERIA WITH YOUR MENTOR. (THIS WILL SERVE AS YOUR FIRST PRE-PRODUCTION MEETING.) IT WILL HAVE TO MEET ALL OF THESE CRITERIA TO BE APPROVED FOR AIR.

1. Is the how-to narration script clear, concise, and thorough? It should also be fun.
2. Does the narrator speak clearly, with good diction? Does the narrator sound genuinely interested in the process he or she is presenting?
3. Is the activity shot from a variety of angles (low, high, eye-level) and image sizes (wide, medium, close-up, extreme close-up) in order to make the piece visually interesting?
4. Is the camera showing us exactly what we need to see in order to understand every stage of the process? (i.e. If someone is tying an intricate knot, is the camera close enough to show how the knot is being tied?)
5. Did you include close-up cutaways of the people doing the activity, which will allow you to cut away from the action and, thus, avoid jump-cuts? (No jump-cuts allowed.)
6. Did the viewer learn something?