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? (It 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 THE 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. Is it 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?