



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?**