

WHO IS YOUR FAVOURITE AUDIENCE/READER?

WHAT'S AT STAKE? TO WHOM?

ZOOM OUT - WHAT IS THE BIG PICTURE?

WHAT IS THE MYSTERY?

WHAT ARE THE STORIES IN THE STORY?

WHO WOULD BE AN UN-TRADITIONAL SOURCE?

WHAT KIND OF BACKGROUND MATERIAL DO YOU HAVE?

WHAT ARE PEOPLE CURIOUS ABOUT? (WHAT QUESTIONS DO PEOPLE HAVE?)

ZOOM IN - WHO CAN YOU FIND THE EVERY-DAY PERSON?

TITLE:

PITCH: