**Pitch Challenge**

Comm 390

**You are a media producer.**

**You have an idea for a new series but you need to secure funding in order to take things into the pre-production phase.**

**Pitch a new visual content project to potential funders/channels/distributors.**

**Can be a broadcast television pilot, a YouTube series, a Netflix original, or whatever format best suits your vision.**

***Include the following headings:***

***Title:***

***Alt title or subtitle:***

***Logline: one sentence description of the program***

***Format:***

***Program premise:***

***Audience target:***

***Marketing / distribution overview:***

***Social Media support:***

This proposal does not require research and must be competed within 45 minutes and submitted via turnitin.

Write clearly and legibly, explain yourself thoroughly and avoid repetition.

Your audience has a notoriously short attention span so this document cannot exceed 1 ½ pages (the shorter the better). Include each of the headings but you may use bullet points, headings or any other formatting you feel will help you build a clear and strong sense of possibility for your pitch.

You will not be judged on the premise of the program, but rather, on how well you present your thoughts.