

Screenwriting: Long Form  
Jennifer Proctor  
February 6, 2007

**Assignment: Pitch**  
**Due Tuesday and Thursday, February 13<sup>th</sup> and 15<sup>th</sup>**  
**10 points possible**

**THE PITCH**

For this assignment, you will pitch your screenplay to the rest of the class. Imagining that your classmates are producers and studio executives, your job is to convince us that your screenplay is worth producing.

Your pitch should be 3-4 minutes in length, and be prepared for an additional five minutes for the producers and studio execs to ask questions about your project.

Your pitch should be a brief but vivid presentation of your idea, designed to persuade us that this script should *be-needs to be* made into a movie. Place us inside your story, using visual language, and feel free to reference other films or well-known actors to give us context. Be sure to give us a sense of the plot as well (and again, don't be afraid to give away the ending!). Be sure to also include an opening hook—get us interested in this story immediately!

Although your pitch should focus on bringing the story and characters to life, you should also be prepared to answer questions about your projected audience/market, budget, possible directors, and possible actors.

In addition to the oral presentation, you will hand in a typed outline that contains the main points you will make in your pitch and the order and flow in which you will make them.

**Your grade will be based in part on the persuasiveness of your pitch and the comprehensiveness of your accompanying outline, but also on how convincing you are at handling questions from producers.**

**You will also be expected to ask questions and participate as an exec for other students' presentations.**

Feel free to be creative with this assignment—you want to be memorable, as well as convincing! How is your movie different from others in its genre? How is it timely or relevant? Why will it be successful?