

# Presenter Passion: TV pitch worksheet

**Your task:** Imagine you're creating a brand new TV documentary about your chosen species – to help people watching learn about it and protect it. What do you want your programme to be about?

**Team name and members:**



**Which: Our chosen species is...**

**Where: Their habitat...**

**What: We want the audience to know and feel...**

Will this make them feel  
excited? Happy? Concerned?



What are the key  
facts about your  
species?



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Happy  
By Nature

A daily dose of nature for every child



## Our snappy slogan is...

Remember, a good slogan is **simple**, has an **important message** and is **easy to remember**.

## Our story is....

Beginning: (The problem facing the species):

  
  
  

Middle: (What's caused it and what we can do about it):

  
  
  

End: (How the audience can take action):



## Planning your video ...

Draw a few images you'd like them to film to bring your story to life:

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