## Pitching Template

## (Text in italics is for example only – not an indication of a preferred type of story)

**Overview:**

*I would like to pitch a story about a body building boot camp for at risk kids in Toowoomba.*

**Focus:**

*Body building as a way for at risk teens to channel their energy/anger. Will have a case study.*

**Angle:**

*The High School says since starting the program they have noticed a dramatic improvement in attitude and communication from notoriously difficult students.  They are hoping it will be expanded (and rolled out to other areas).*

**Elements:**

* *How the program is using body building to help the kids let off steam*
* *Results from the school’s point of view – changes teachers have seen in notoriously difficult teens*
* *Case study with one of the boys, how and it has changed things for them*
* *Any controversy with body images/leading kids toward steroids etc?*

**Talent:**

* *Josh Praeger: body builder teaching the kids about how he came up with the idea and what he teaches them.*
* *Shane Adshead: teacher says the kids have already improved dramatically*
* *Teenagers (4 boys aged 13/14): one of whom will be a case study*

**Pictures: (still and moving)**

* *Kids training in gym*
* *The life lessons Josh gives the students*
* *Body building poses*
* *Classroom shots*

**Sound:**

*Upsot opportunities, including gym/training sounds and life lessons/advice given to students*

**Logistics:**

*This should be a fairly simple package to achieve. I will need to get the shots NEXT Wednesday 22nd before they break for holidays. I have permission slips from carers for the kids to be filmed.*

**Production:**

*No graphics or file shots required at this stage*.

**Predicted Run Time:**

*I think this would be a nice story for weekend bulletins/possible feature for digital.*

**Proposed content:**

7PM package

*Audio/package for local programs*

*I will also put together an online story with lots of vibrant pictures, to go online when it airs*

*I will write 2 x wraps for local news*