

DRAMA PITCH OUTLINE

Drama executives in the television division of a major studio suggest this outline. It also can be useful for designing comedy pitches as well.

THE TEASER—Pitch out a tease that grabs your audience, one that is visual, gives a sense of the world, tone and set up of our show.

THE WORLD—After you've grabbed our listener, tell us what the world is and why you want to do a show about it.

THE CHARACTERS--Outline our characters in order of importance, allowing what makes each one distinct to shine through (quirks, traits, backstory). Also discuss character dynamics, how each character relates to each other and what their points of view are about each other. Tell us about triangles, rivals, love interests, etc.

THE PILOT—Broad stroke the rest of the pilot. Do not go beat by beat or act by act. This should really just be broad strokes and key plot points which help establish character and set up. Also, your pilot needs to serve as an example of what a typical episode would look like (i.e. an example of a closed-ended story and examples of character conflicts).

THE SERIES—discuss what an episode of your show looks like, where you want to go in series, potential storylines and character arcs and entanglements.

THE TONE—You want to make sure you have clearly established the tone of your show and may want to hit it again in the wrap up at the end. It is often helpful to use shows that people are familiar with.