

Human Interest Story Pitch

What is the lead?	
How will the lead	
draw the	
audience in	
emotionally?	
Who is the "face"	
of this story?	
Driefly symmetrize	
Briefly summarize the story.	
What emotions will	
this story arouse in the audience?	
the addience?	
How will you use	
the subject's own	
words to help tell	
their story?	
How will you keep	
this story	
balanced?	

