SAMPLE PITCH:

The following is a simple structure (content not included) of presentation for any project, and is similar to the registration/submission form used for Television. Most project outlines describing a show will be 1 to 3 pages in length:

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AUTHOR NAME :

TITLE OF SHOW :

FORMAT OF SHOW ("Reality Series", "Game Show", "Made-for-TV-Movie", "Drama Series" etc.) :

Reg.Writers Guild of America # for registration number (Recommended, but not mandatory):

LOGLINE (1 or 2 sentence description of your concept. Similar to what you might see in TV Guide or on a poster for a movie, but a bit more descriptive of content).

TREATMENT (Synopsis, Outline) A detailed description of your show as we would see it on TV. Usually 1 to 5 pages in length).

It's important to be efficient with your descriptions, yet give enough information to provoke interest of the reader. The golden rule: Show the reader what we are watching.

There is no “right” way to form a TV pitch for the various reality-based and scripted genres in television. However, there are philosophies and formats that will help the buyer see more clearly what your TV show idea is, and it’s potential. Following are a few samples of written pitches for reality show concepts. These are very basic synopsis' written. A more developed and expansive version can be written at any point in the development process.

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Sample "Treatment/Synopsis" For A Reality TV Show Proposal: The following original concept is protected by the Creators Vault and Writers Guild of America. If you wish to contact the author for proposal of purchase.

Author Name Available Upon Request

Genre: Reality Series

Title:"Broadway Bound!"

Logline (short pitch):"Waiting For Guffman" meets "American Idol". A flamboyant Broadway director and choreographer descend on a small town, infiltrating the local play. One performer will be taken back to Broadway for a featured part in a real Broadway show.

Synopsis: [content should be 3 to 7 paragraphs outlining the content of the show as it unfolds. Be specific and original in your execution]

(Themes: Reality-based, fantasy fulfillment, talent performance, comedy)
A docu-series for television In every small town, there are big dreams...

In Washbuckle, Missouri the regional theatre holds open casting calls for their annual musical review. Some members of the troupe have dreams of making it to Broadway or Hollywood. Others are content in being the star of Washbuckle, Missouri hogging what little limelight there is year after year.

But what happens when, just one week before opening night, a ruthless Broadway Director and Choreographer drops into town with the agenda of taking control of the small town production while scouting for talent to find his “star”? It’s a fascinating look at big dreams in small town America.

The personal stories and archetypical characters that collide as opening night approaches. The egomaniacal local theatre director getting systematically pushed aside by the big-city Broadway director. The humorous moments as the city-slickers struggle to tolerate the small town ways and mentality. The infighting among potential cast members. The panic that ensues as the cast, choreography, and production are turned on it’s tail at the eleventh hour. The inspiring moments that rise to the surface amidst the chaos of opening night…. And “the decision”. One person from the cast will be chosen for a spot in a hit Broadway production, a trip to Hollywood for a spot on a soap-opera and every chance they could ever hope for being famous?

Seven episodes:

1. Meet the town folk. Get to know the key characters and the theatre group. We’ll also watch in parallel the merciless Broadway Director in action in New York, seeing the contrasts in both characters. We’ll take a humorous look at the awful auditions for the small town play. We’ll see the announcement (or rumor) of the impending arrival of the Broadway Director scouting for talent, and witness the anxiety that is infused in each of our small town characters fighting to get into the play.

2. In-fighting, tensions escalating, accusations, the director starts feeling the pressure. People are cast. Hearts are broken, hopes are sparked. They have a first run-through with the cast. The mysterious Broadway director in black sits in the back. (Imagine a Simon Cowell) snapping from the back row, “Stop! Every one of you STOP!!” He then marches down the isle. An imposing figure. He introduces himself and delivers the news that he has come to find talent. And someone from this town, in this play, will be chosen. He goes on about how he sees nothing but problems. The play will be re-cast, the production will stop now! (One week before opening night)

3. The new director and small-town director fight. Cast members protest. New auditions are held, and performances scrutinized. A new cast is announced, and from that cast will come his “star”.

4. The pressure is on to bring it together for opening night, we’ll cover four days of rehearsals, as well as the personal struggles surrounding the production. Anticipation, anxiety, resentment, hope, adrenaline. Opening night! We see the performance and the reactions of our Broadway director. Cliff-hanger for his decision on who will be Broadway bound!

5. Re-cap of the series, the performances, the arguments, and finally... the decision. One of the people that landed a role, large or small in this little play is chosen. We share in the afterglow, the elation, and the disappointment of others. And sharing a dream come true for that one person selected.

6. Broadway New York!! Our winner is whisked around like a star. Taken backstage of a REAL Broadway production, immersed in the whole lifestyle. Meetings with Hollywood talent scouts, directors of other productions, agents, etc.
7. We see our small town hero take his leap of faith, jumping headfirst into a Broadway show. A dream is realized.

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