

Gatewood's Classroom
The Pitch Presentation

The Goal

- *Identify an issue or cause in the school or the city
- *Create a plan of action to solve your issue or cause
- *Present your idea to the class with a Pitch and PSA

Pitch

=Sell your audience with a presentation on the need to address the issue or cause

- *Pitch your audience in 5 minutes
- *Have a lead to catch attention - Use anecdotes/imagery/rhetoricals/statistics to catch attention and to put a face to the situation
- *Give context and background on the issue or cause
- *Document your arguments with supports and research, such as statistics, interviews, experiences, anecdotes, historical events, current events
- *Use visuals and props and technology to reinforce the message
- *Sell your audience on the need to solve your issue or support your cause
- *Develop your skills of rhetoric and delivery – Use the argumentation strategies that we have discussed
- *Finish with the call to action – What do you want your audience to do? How can audience get involved? Where can audience go for more information?

PSA

=Design a graphic for your issue or cause

- *Develop central visual component with image and text
- *Incorporate at least two types of propaganda
- *Include organization's name and contact information

PSA Examples

University of Washington Business English – Business Pitch Essentials

<https://www.coursera.org/learn/business-english-capstone/lecture/XBTGj/video-short-pitch-and-rough-presentation>

AD Week - PSA Example Campaigns

<http://www.adweek.com/tag/PSAs/#/>

AD Week - One Example

<http://www.adweek.com/creativity/how-poster-womens-restroom-bar-cleverly-combats-sexual-assault-174370/#/>