

ADT 4M: Canadian Theatre 5W Pitch Planning Sheet

Title of Play:

Group Members:

5Ws	Brainstorming Ideas
Who? Who would be interested in seeing this play? Who is the target audience of this production? Whose “voice” is represented in this play?	
What? What are the major themes and issues in this play? What are the most interesting moments in the play that we could perform? What will we say in our pitch to convince others that this play should be produced?	
When? When is the play set? When will we produce this play? How long will the run be?	
Where? Where will we stage the play? In an existing theatre? In a non-theatre space?	
Why? Why do we feel it is important to produce this play? Why will people come to see our production?	

Questions we have about this assignment:

Teacher Feedback:

