

TARGET TASK FOR A FILM PRODUCER & EXPERT INTERVIEW QUESTIONS

A. TASK

Pitching film/documentary ideas to Netflix producers & buyers.

B. SOURCES (FOR IDENTIFYING TARGET TASKS) :

1. ONE-NET: Did not yield any tasks in line with the actual learner's target tasks;
2. CHATGPT: Accurately identified several target tasks (see below);
3. SCHOOL Needs Analysis: useful but very information-light. Mentioned: *present projects to companies like Netflix, explain projects, discuss deals, present powerpoints;*
4. LEARNER INTERVIEW (First Lesson): corroborated target needs questioned about (using above data), and also explained linguistic needs. (Second Lesson): mentioned he also wanted to work on small talk topics.
5. DOMAIN EXPERTS:
 - a. Possible Domain Expert (Insiders):
 - i. A buyer working for Netflix (NS or NNS);
 - ii. A producer (proficient) doing the same work;

NOTE: *the learner could be considered a domain expert, simply he is not a proficient speaker. That said, his insights can be as valuable;*

B. METHODS FOR GATHERING DATA:

1. Unstructured interview with main stakeholder (the learner);
2. Questionnaire to stakeholder done in class (can be done as a semi-structured interview conducted in class);

3. Recordings of pitch performances by target users or stakeholder;
4. Observed / assessed performances (task): in situ or in the classroom;
5. Unstructured & semi-structured interview with buyer or other producer (NOTE: lack access and resources. However, I could ask learner to ask a participant to come and speak during the lesson);
6. Videos online of 'experts' (youtubers) commenting on successful pitch delivery;

C. QUESTIONS FOR EXPERT (Semi-Structured):

Goal of interview:

- (1) find out about the process which culminate to pitch delivery (**questions 1 to 4**),
- (2) understand the industry-based criteria of a successful pitch (**questions 5 to 6**),
- (3) Understand the skills required to deliver a successful pitch (**question 7**),
- (4) Understand the structure of a successful pitch (**question 8**) ;
- (5) Understand what kind of preparation is involved in writing & delivering a pitch (**questions 9 to 10**);

Draft Questions:

1. *Can you talk about the first exchange you usually have with a producer / buyer?*
2. *At what other points, following the first exchange, will you usually communicate with the producer / buyer?*
3. *What are the goals of your exchanges at each stage?*
4. *Can you describe the context in which a pitch is delivered?*
5. *What would be the criteria for a successful pitch? (What makes a good pitch?)*
6. *What would you consider to be the features of an un-successful pitch?*
7. *What are the skills required to be a good 'film project pitcher'?*
 - a. *Can you give some examples?*
8. *What would you say is generally included in a pitch? (What is a typical pitch structure?)*

9. *Can you list the tasks that a producer must do before delivering a pitch, from the moment he has an idea, to the moment that he delivers his pitch?*

10. *Can you list the things a producer usually does to help prepare for a pitch?*