

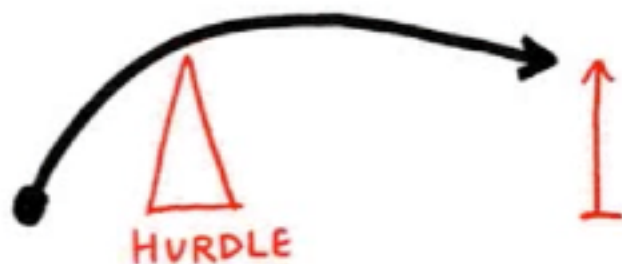
The 4 Storylines:



The REPORT



The EXPLANATION



The PITCH



The DRAMA

This is the key:

If we know the change we
want our audience to
experience, then we know
which storyline to choose