**Script for a Telephone Pitch**

**ABC News 2 WKRN-TV Nashville-Chris Bungaard**

* Hello my name is Scott Coffman and I’m calling to inquire as to whether you received my press release regarding the Gibson Guitar Corporation?
* This story idea involves the Gibson Guitar Corporation expanding their manufacturing facility and increasing production by thirty-three percent in order to effectively produce the brand new Firebird X electric guitar as well as other products.
* Viewers may find this story interesting because there is a large market for music related stories being that Nashville is “Music City.”
* Before proposing this story I interviewed Gibson Guitar Corporation CEO Henry E. Juszkiewicz concerning Gibson’s increase in production and I can arrange interviews with local officials regarding how this expansion will affect the Nashville economy.
* How interested are you in this story at this point?