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Reports: Summary and Detail

1. Polling Editors and Agents

1. Please indicate whether you are an editor or literary agent.

| | Response Percent | Response Total |
|--------------------------|------------------|----------------|
| Editor | 86.7% | 13 |
| Agent | 13.3% | 2 |
| Other (please specify) | 0% | 0 |
| Total Respondents | | 15 |
| (skipped this question) | | 0 |

2. Please type in your company name. (This will be used in data analysis).

| | |
|--|----|
| View Total Respondents | 15 |
| (skipped this question) | 0 |

3. As an Editor or Agent please consider your last 4 pitch meetings with writers. Mark the following writer cues, or personal

prototypes, by what this tells you about a writer's creative potential (1 = low potential; 5 = high potential).

| | 1-low potential | 2-medium / low | 3-medium potential | 4-medium / high | 5-high potential | N/A - no answer | Response Average |
|---|-----------------|----------------|--------------------|-----------------|------------------|--------------------------|------------------|
| Storyteller: high concept writer, charismatic personality | 7% (1) | 0% (0) | 13% (2) | 53% (8) | 27% (4) | 0% (0) | 3.93 |
| Nonwriter: pitches ideas broadly, slick, but no real writing talent | 33% (5) | 40% (6) | 13% (2) | 7% (1) | 0% (0) | 7% (1) | 1.93 |
| Journeyman: low concept writer, will deliver formulaic writing | 47% (7) | 33% (5) | 20% (3) | 0% (0) | 0% (0) | 0% (0) | 1.73 |
| Artist: brilliant writer, passionate, but lacks social graces | 0% (0) | 0% (0) | 27% (4) | 47% (7) | 20% (3) | 7% (1) | 3.93 |
| Neophyte: young writer, little experience, but passionate | 0% (0) | 27% (4) | 40% (6) | 27% (4) | 7% (1) | 0% (0) | 3.13 |
| Dealmaker: relates story idea to commercial appeal | 7% (1) | 13% (2) | 33% (5) | 33% (5) | 13% (2) | 0% (0) | 3.33 |
| | | | | | | Total Respondents | 15 |
| | | | | | | (skipped this question) | 0 |

4. As an Editor or Agent, when someone pitches you an idea you may pay as much attention to your own response as to the writer's idea. Please rate your response according to what they say about that writer's creative potential (1 = low potential, 5 = high potential).

| | 1-low potential | 2-medium/low | 3-medium potential | 4-medium / high | 5-high potential | N/A- no answer | Response Average |
|--|-----------------|--------------|--------------------|-----------------|------------------|--------------------------|------------------|
| I find myself talking as an expert to an incompetent | 80% (12) | 7% (1) | 0% (0) | 0% (0) | 0% (0) | 13% (2) | 1.08 |
| I lose track of time in my excitement over the idea | 0% (0) | 0% (0) | 13% (2) | 33% (5) | 53% (8) | 0% (0) | 4.40 |
| I find myself contributing my own ideas to the proposal | 0% (0) | 7% (1) | 29% (4) | 43% (6) | 14% (2) | 7% (1) | 3.69 |
| I become irritated at the writer's inability to respond to my suggestions | 67% (10) | 13% (2) | 13% (2) | 7% (1) | 0% (0) | 0% (0) | 1.60 |
| I find myself making routine requests of the writer to change their proposal | 27% (4) | 33% (5) | 13% (2) | 13% (2) | 0% (0) | 13% (2) | 2.15 |
| I find myself smiling, asking the writer questions | 0% (0) | 7% (1) | 7% (1) | 53% (8) | 27% (4) | 7% (1) | 4.07 |
| I find myself thinking about other things than the pitch I'm hearing | 73% (11) | 20% (3) | 7% (1) | 0% (0) | 0% (0) | 0% (0) | 1.33 |
| | | | | | | Total Respondents | 15 |

(skipped this question) 0

5. In your last 4 pitch meetings, please weigh the importance of each cue type in arriving at a judgment of a writer's ability. Rate each of the statements by dividing 100 points between A, B, and C depending on how much you use that factor. The total points must add up to 100. Example, you might give 20 points to A, 50 points to B, 30 points to C.

| | | Response Total | Response Average |
|--|--|-------------------------|------------------|
| A. The written synopsis or first pages the writer provides |  | 765 | 51.00 |
| B. The personal character/ability cues of the writer |  | 355 | 23.67 |
| C. Interpersonal/collaborative cues from interacting with the writer |  | 380 | 25.33 |
| Total Respondents | | | 15 |
| | | (skipped this question) | 0 |

6. Does your publisher or agency require you to fill out a report from a pitch meeting that rates the writer's creative potential from any set criteria? Answer by typing in the appropriate blank, NO or YES. If Yes, briefly list what criteria you mark on your in-house report.

| | | Response Percent | Response Total |
|-------------------------------------|---|-------------------------|----------------|
| <input type="button" value="View"/> | No  | 100% | 15 |
| | Yes | 0% | 0 |
| Total Respondents | | | 15 |
| | | (skipped this question) | 0 |

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