

Planning Your Video

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1. KNOW YOUR AUDIENCE. Who will watch your video? Where will it be shown?
2. KNOW THE ACTION you want them to take. What do you want your viewer to DO, or THINK after watching your video?
3. What does your audience need to KNOW to take action? Do they need to know the phone number? The website? How to get there? Your video is building a bridge for the viewer. A bridge to an action you want them to take. Make sure to make it very accessible to them by giving clear directions and showing them the way.
4. What questions do you need to ask your organization to write your script? You need to know what they want your audience to do. You need to know the steps your viewer needs to take to do this. Is your organization looking for mentors? What does being a mentor look like and how do you sign up?
5. What is going to persuade your audience to act? Fear, peer pressure or good stories all speak to viewers in different ways. What would make you or your family members want to act?
6. Kinds of Stories: The Nature of Our Challenge Story, The How-We-Began Story, Performance Stories, Striving to Improve Stories, Where-We-Are-Going Stories
5. Make the images in your video help to tell your story. Is your organization a food safety org? Record an interview in the garden. Does your organization work with children? Record an interview at a playground. Remember you are not making a radio story. Involve the surroundings of your subject in the planning and preparation.
6. What can you leave out of your story? You will learn a lot about your organization. Your video doesn't have to include everything you learn. Stay focused on the goal you have set out for your viewers and don't be afraid to cut out information that isn't as important.
7. Use music with permission. That often means contacting local musicians about lending you music for your video. Don't forget to credit them.
8. Write a script. Create a shot list. Write down the exact wording of your video or the general ideas you need to include. Create a list of images that will help tell your story.
9. Proof your video. Show your video to a few people who know nothing about the organization or subject. If they ask you a question this might mean information you need to figure out how to include.
10. Match the tone of your narration to your subject matter.