

****MAKE A COPY BEFORE USING****

Storytelling Roadmap:

Producing a story is a great way to practice project management. We suggest creating a folder on your desktop or preferred drive, and keeping all documents related to your story in one place.

☐ **STEP 1: FIND A GOOD STORY**

Estimated time to complete step: One day to one week

Use the the [Find your story worksheet](#) to start brainstorming topics

Associated SRL Lesson:

- [Find your story](#)
- [Follow your curiosity](#)
- Research and understanding {coming soon}

If you don't have a compelling story in mind, write down all the possible health stories to help identify your character. Talk to the school nurse, coaches and health teachers.

Themes to consider:

- ☐ What are some health issues in your family, school or community that you would like to see improve?

☐ **STEP 2: IDENTIFY YOUR CHARACTERS**

Estimated time to complete step: A couple days to one week

Associated SRL Lessons:

- [Pitch your story](#)

Your main character can be a young inventor, researcher, physical or mental health provider. Who is willing to tell their story? Do research and fill out the [SRL Pitch Sheet](#). Chat with potential interview subjects to confirm that they are willing and able to participate. Take good notes. If you contact someone and they don't seem like the best fit, ask them to give you suggestions about who else to reach out to.

You can weave together several characters that have different points of view about the same topic. Questions to think about:

- **WHAT'S YOUR BIG IDEA?** If your audience only learn one thing from your story, what would it be?
- **IS THIS A STORY?** Does it have a beginning, middle, and end? An interesting character?

- CAN YOU PULL THIS OFF? Think about logistics: weather, time, length, access to people and filming locations. Is your idea realistic?
- IS IT VISUAL? Is video the best way to tell this story, or how can you make a topic that's clearly newsworthy into a compelling visual piece? If you are producing this story remotely, you will have to coach your subject to record their own broll.

☐ **STEP 3: WRITE YOUR INTERVIEW QUESTIONS IN YOUR PITCH SHEET**

Estimated time to complete step: One to three days

Avoid yes or no questions. Start questions with: Tell me; Describe; Explain; Identify; Help me understand. Have an idea of what you want to hear, but let the conversation flow. Make sure to schedule your interviews.

Associated SRL Lessons:

- [Pre-interviewing](#)
- [Art of the Interview](#)

☐ **STEP 4: TIME TO FILM!**

Estimated time to complete step: A few days to one week

Use Level Up tutorials for ideas about how to set up your camera, frame your shots, find strong lighting and capture good audio. [B-ROLL](#), [LIGHTING](#), [Principles Of Photography \(Teachers - assign these worksheets to help build skills.\)](#) Think about [the concept of b-roll sequencing](#) and practice shooting good b-roll. You can also use this [general production guide](#).

Associated Resources:

- [How to Conduct Virtual Interviews](#)
- [The Art of the Remote Interview Webinar](#)

ASK INTERVIEW SUBJECTS TO DO THIS FOR ON CAMERA IDENTIFICATION: For the record, please say and spell your full name (first and last) on camera. Also please describe how you want to be identified in this video. For example, "I'm an 11th grade student at Canyon High School in Santa Clarita, California" NOTE: SRL'S EDITORS NEED THIS INFORMATION AND WON'T BE ABLE TO PUBLISH YOUR VIDEO WITHOUT IT

****MUST DO:** Ask subjects under 18 years old to sign [this release form](#). **

Think Visually

Besides your characters talking, what can you or your character capture to bring the story to life? [Write down the shots you want to gather using this organizer](#).

****Be mindful of who and where you're shooting. If you're filming in school, anyone who appears on camera and is under 18 MUST sign a release. Alternatively, you can film the back of students, close ups or their feet so they are unidentifiable in hallway or classroom shots if you think obtaining permission from them to film will be tricky. REMEMBER, always ask anyone who appears on camera permission to film them****

☐ **STEP 5: TRANSCRIBE THE VIDEO YOU RECORD**

Estimated time to complete step: One day

You can do this by hand or [use a site that creates a word file of your video](#) like [otter.ai](#). Make sure to GO BACK and listen to fix spelling errors and become more familiar with the material you captured.

☐ **STEP 6: HIGHLIGHT YOUR BEST SOUNDBITES and cut them out with scissors.**

Estimated time to complete step: One day

☐ **STEP 7: IDENTIFY YOUR STORY'S BEGINNING, MIDDLE AND END**

Estimated time to complete step: One to three days

REVIEW:

- What is the best way to start your story? Think about the videos that you watch online: how do they capture your attention?
- Remember: The first 7 seconds of your video are critical. Use your best b-roll or most compelling soundbite.
- How do you want your story to end? What do you want your audience to feel? What do you want us to be thinking about after we watch your story?
- Arrange your soundbites to tell your story.

Associated SRL Lessons:

- [Scripting 101](#); [Webinar](#)

☐ **STEP 8: WRITE YOUR SCRIPT [USING THIS TEMPLATE](#)**

Estimated time to complete step: One to three days

- Your script should include a beginning, middle and end before you start editing. [Take a look at this script lesson for inspiration.](#)
- Consider whether your story needs voiceover (VO). A voiceover is the connective tissue that holds the parts of your story together. You can also use it to include information that was missing from what your characters said. [Listen to student reporter Mason Baum's voiceover in this piece on the NewsHour.](#)

- Alternatively, if you have enough natural sound, you could consider editing a NAT package, where all the characters and ambient sounds are used as the connective tissue.

☐ **STEP 9: EDIT YOUR VIDEO.**

Estimated time to complete step: One week

Use the highlighted soundbites to create a video montage on your timeline. If it's your first time editing, use the SRL [Editing Webinar](#) to help you organize your footage, create a project, import, and export your final video.

1. Add b-roll to visually support the audio and cover jump cuts.
2. Pay attention to sound and match levels.
3. Export a rough cut edit, maximum of 4 minutes for review.
 1. Format: H.264 Preset: Vimeo 1080p Full HD
4. Get feedback from your teacher, youth media producer and a friend. Revisit your timeline, make fixes and finalize the piece. This takes multiple rounds! [Don't forget to USE THIS SUBMISSION FORM](#)

☐ **STEP 10: LISTEN TO FEEDBACK AND REVISE YOUR VIDEO AND SCRIPT**

Estimated time to complete step: Three days to one week

- Edit your final cut with the suggestions
- Export a final cut. Format: H.264 Preset: Vimeo 1080p Full HD
- Update your script
- [SUBMIT YOUR MATERIALS](#)
- CELEBRATE! You're done!