Storytelling, What it’s all about
- Traditional Storytelling—beginning, middle, end
- Journalism—who, what, where, when, why
- Essay—main topic, thesis, support with evidence
- Advertising—clear

7 Tips
- Tell a story
- Make a plan
- Use a tripod
- Use a microphone
- Light subject well
- Shot variety
- Think screen presence

Before you shoot

What is your AUDIENCE and PURPOSE
- Adults
- Youth
- Scientists
- Ranchers
- Inform
- Educate
- Entertain
- Explain
- Convince

Make an Outline
<table>
<thead>
<tr>
<th>Image</th>
<th>Audio</th>
<th>Time</th>
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</table>

Make a Storyboard

Don’t Forget
- Budget
- Crew
- Schedule
- Questions

PRE PRODUCTION FACT SHEET
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