

# Video Planning Sheet

Before you start producing your story, it's important to have a clear description of your MESSAGE, what CHARACTERS it includes, and why it's IMPORTANT. A "pitch" helps you hone your story to its best and essential parts, and keeps you focused during the production process.

## HEADLINE MESSAGE:

What is your headline or title? Make sure it's **accurate, clear, and grabs attention**. Write something that would make *you* want to click on that story.

A "Pro Tip" from NewsHour co-anchor, Amna Nawaz, about defining your story: **If you can't describe the story in one sentence, you don't yet know what it is.**

Write your story's headline the box below:

**Headline Message:**

## AUDIENCE:

Understanding your audience is vital in science communication because it allows you to shape your message in a way that maximally engages your audience. In the box on the following page, answer the following questions:

- Who is your audience/ What group of people do you want to reach with your message?
- What necessary background information do you need to include so that your audience fully understands your message?

**Audience:**

**ONE PARAGRAPH SUMMARY:**

Imagine you are explaining your story to someone and only have 30 seconds (also known as the “elevator pitch”). Summarize your story in the box below.

**Summary of your Story/Video:**

## **NEWSWORTHINESS**

Why does this story matter? Why tell it now?

**Why do you care about this story?**

**Why will others care about this story?**

**What will people learn from this story?**

**How can you make the story surprising in some way?**

**Why tell this story right NOW?**

## MAKING A PLAN

What hooks the audience at the beginning—what will happen in the first 7 seconds that will make a viewer want to see or hear more? What's the tension, mystery, or conflict? What emotions are your characters feeling? What is the ending—how is the story resolved? Use the space below to map out your video plan.

**Video Plan:**

## **CHARACTER(S)**

Who are you including in your story? And why are they ideal for your story? What do you want to ask them? Do you have the three “E’s”: an expert, experience, emotion?

**Character’s Name and Title:**

**What role do they play in your story and why are you including them?**

**Interview questions you want to ask:**

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**What role do they play in your story and why are you including them?**

**Interview questions you want to ask:**

If necessary, use the space below to write a script or more detailed plan for your video pitch.

**Script/Detailed Plan:**

