

Style: Documentary, Person on street, or in office chats

<p><i>GOAL:</i></p> <p><i>AUDIENCE:</i></p> <p><i>DISTRIBUTION:</i></p> <hr style="border: 0.5px solid black;"/> <p><i>PRE-PRODUCTION TIMELINE:</i></p> <p><i>PRODUCTION TIMELINE:</i></p> <p><i>POST-PRODUCTION TIMELINE:</i></p>
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Subject	Role	Interview Setting	Sample B-Roll Shots <small><i>(will be determined by answers to interview questions)</i></small>
<p>Name</p> <p>Role</p> <p>Day/Time/Location of filming (if applicable)</p>	<p>Why are they important to the video? How will they help you reach your goal?</p>	<p>What sort of background will show the qualities you're hoping for. AKA: if you want someone to seem authoritative, then put them behind a desk with their framed accomplishments behind them.</p>	<ul style="list-style-type: none"> - Putting on name tag... - Shots that will help the audience fill in the visual gaps

Interview Questions: *Interviews will be conducted with subjects based on the outlined questions below; however, you should be actively listening and veer from questions when appropriate to hone in on a detail of the subject's narrative that you feel will make the final product stronger. Regardless, pick up where you left off in the interview questions once the tangent has been fleshed out. Highlight questions that you absolutely have to ask. Instruct your subject to answer back in complete sentences, either by repeating the question or turning it into a statement if doing a documentary style video.*

Draft Interview Questions - Health Navigator:

Phase I Questions - opening up (the goal of these questions is to get the subject comfortable on camera and starting to relax so they'll answer the Phase II Questions from the heart.

- What is your name?
- How long have you been in [city, current role, etc.]?
- What do you like about [city, current role, etc.]?
- What is your favorite thing to do during your spare time?

Phase II Questions - getting into the subject [try to get

When did you first learn about [program]?

How have you seen it make a difference?

What's one story you can share in detail with us?

.....3 to 6 more question shere

Phase III Questions - wrapping up

What makes you wake up every day and go do your job?

Is there anything else you'd like to add that we haven't covered? *Always wait in silence much longer than you think you need to, often the best sentence you get will be from this question so don't feel awkward staying silent - most people will say no right off the bat and then rethink about it and say something important.*

Style: Voice over, narrating a live event, fictional, explainer

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VISUAL	AUDIO
What shots do you want here?	What audio (narration, sound, etc.) do you want to correspond to those shots?