



# **FIVE QUESTIONS TO ASK ABOUT EVERY STORY**

- 1 Why are we doing this?**
- 2 What's the business purpose?**
- 3 What's our hook?**
- 4 Where will it live?**
- 5 Can we actually pull this off?**

# SCRIPTS

**Your script doesn't need to be complicated. It just needs to answer two questions:**

- 1 What do we see?**
- 2 What do we hear?**

# SHOT LISTS

Your shot list is the opposite of your script: it should be as detailed as possible, with every shot planned in advance.

Script /SB Ref.	Shot #	Interior Exterior	Shot	Camera Angle	Camera Move	Audio	Subject	Description of Shot
1	1	Exterior	WS	Eye Level	Static	VO	Paul and son	Paul and his young son are at the lake, fishing
6	2	Exterior	WS	Eye Level	Static	VO	Paul	Paul at the lake, fishing alone. He pulls out a photo of him and his son; he smiles.
9	3	Exterior	WS	Eye Level	Static	VO	Paul, son, grandson	Paul, his son, and grandson at the lake, fishing
2	4	Exterior	VWS	High Angle	Static	VO	Paul and son	Paul and son playing baseball in a backyard
3	5	Interior	MCU	Eye Level	Static	VO	Paul and son	Paul teaching his son how to drive
4	6	Interior	WS	Eye Level	Pan	VO	Paul, wife, and son	Paul and his wife at their son's high school graduation
5	7	Exterior	WS	Eye Level, Birds-Eye view	Static	VO	Paul, his wife, and son	Paul's son packs up a car, clearly leaving for college. He hugs Paul and his wife, and they both watch him as he drives away.
7	8	Interior	MS	Eye Level	Pan	VO	Paul at his son's wedding	Paul hugs his son before he walks out to the alter; they smile
8	9	Interior	MS	OTS	Static	VO	Paul's son and his wife	Paul's son is at the hospital with his wife; she's in labor, gives birth to a boy

# SIX PRODUCTION PITFALLS TO AVOID



**Not having a script and shot list**



**Not thinking about your visual location**



**Not producing for the platform**



**Using local TV as an inspiration**



**“Winging it” during an interview**



**Shooting vertical video for all platforms**