

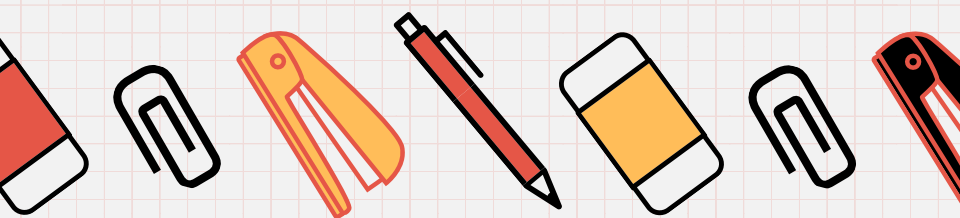
# VIDEO STORYTELLING

## YOUR TOOLKIT TO MAKE A GREAT VIDEO!

OKPLAC wants to celebrate the incredible things happening in our public schools! We need your help to showcase your accomplishments. By creating a short video story about an effective program, a new or enhanced learning opportunity you offer thanks to increased state funding, or a particular student or teacher, we can more effectively achieve our goals of an excellent neighborhood public school for every Oklahoma child!

**With your smart phone and our checklist, you have everything you need to create a moving video story.**

For support, contact OKPLAC Communications Co-Chairs:  
Erin Brewer, [ejgbrewer@gmail.com](mailto:ejgbrewer@gmail.com) or Misty Bradley, [mistybradley@gmail.com](mailto:mistybradley@gmail.com)



## GETTING STARTED:

- > Identify the program/student/teacher that best highlights the impact your school is making. Ideally, increased state funding played a role in the positive happening.
- > Summarize the story: In 3 - 5 sentences, capture the essence of what you will share.
- > Select 1 - 3 people to interview briefly and plan what you will ask.
- > Select one person to be the main storyteller - could be a student, teacher or parent.
- > Confirm the action shots you will film. What would best show the story without any words or match what your interviewees might say?

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## FILMING:

- > Get video participants' approval or permission to be included. Brief them on their role ... being interviewed or being filmed in action.
- > Schedule interview(s) and action shot film times. Interviews should take place in a quiet setting.
- > Make sure the camera is steady, the lighting is good, and intended camera movements are smooth and slow.
- > Shots to include: your school's exterior or sign, the program in action, primary interview participants interacting (hugging, counseling, learning, playing), general shots of kids in action at recess or in class.

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## EDITING:

- > Film on a smart phone and use its editing software or send us your raw footage!

## INTERVIEWS:

- > Have the interviewee introduce themselves and their role.  
(Example: My name is Suzy Q and I teach 4th grade at Such and Such Elementary School in Anytown, Oklahoma.)
  - > Remind interviewees to include the question in their response.  
(Example: Interviewer asks “What is your favorite thing about this program?” and the response begins, “My favorite thing about this program is ....”)
  - > Include a strong concluding statement of impact of the program/opportunity/need/result/etc.
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## VIDEO OUTLINE:

- > Introduce primary program/student/teacher with a basic introduction statement in an interview. Maybe the individual is standing at the entrance to your school or near your sign or in the classroom where the impactful program happens.
  - > Describe the challenge met or the program offered either by the program leader, the child or the child’s parent.
  - > Explain the experience and the positive change seen.
  - > Conclude with the outcome and/or what would happen without the program.
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## VIDEO LENGTH:

- > Two minutes is plenty! Five minutes is too much. Keep your time in mind as you conduct interviews.

## ON-CAMERA QUESTIONS:

### Main storyteller:

- > Introduction – Name, role, school and district
- > Summarize the program or student situation. Make sure to identify the people who will give supporting interviews so they're introduced.

For a teacher: Tell us about this important program OR give us some background on this special student

For a parent: Share the struggle your student has faced. What has made a difference at this school or through this program/teacher?

For a student: What has been difficult for you in the past? What is going well now? What is different? What are you thankful for?

- > Conclusion – Ask what would happen if this school, program, or teacher wasn't available?

### Supporting interview(s):

- > Formal introduction isn't needed if they have been identified by the Main Storyteller.
- > Describe their experience with the student/teacher/program:

For a teacher: Tell us about this important program OR give us some background on this special student

For a parent: Share the struggle your student has faced. What has made a difference at this school or through this program/teacher?

For a student: What has been difficult for you in the past? What is going well now? What is different? What are you thankful for?