



Media Messaging Makeover Checklist: **Video Edition**



How to Use this Checklist:

1. Print this PDF.
2. Review each section carefully. There are five areas that make up strong, story-driven media.
3. Check each box where your organization is already confident.
4. Leave blank any boxes where you're unsure or need improvement.
5. Count your checks.
 - 15+ = You're on track with clear, effective media communication.
 - 10–14 = You have a solid foundation but room to grow.
 - Below 10 = It's time for a refresh — and we can help.

1. Message Clarity

- ☐ Each video has one clear purpose (inform, inspire, invite, etc.)
- ☐ The core message connects directly to our mission or campaign goal
- ☐ We define a specific audience for each video before production
- ☐ Our script or outline uses simple, conversational language
- ☐ The main takeaway can be summed up in one sentence
- ☐ Each video includes a strong call to action, clearly asking the viewer to do something.?
- ☐ Does it sound like the valley? — honest, grounded, diverse, compassionate?

2. Story Connection

- ☐ Every video includes a human story (someone helped, changed, or impacted)
- ☐ The story clearly shows a before-and-after transformation
- ☐ We highlight the “why” — why this story matters to our mission

3. Visual and Brand Consistency

- ☐ Our videos use consistent fonts, colors, and logo placement
- ☐ B-roll footage illustrates what is being said as much as possible
- ☐ Our visuals reflect our organization’s culture and values
- ☐ We maintain a consistent tone (documentary, cinematic, testimonial, etc.)
- ☐ Thumbnails and titles feel on-brand and compelling

4. Engagement & Accessibility

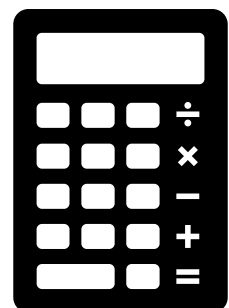
- ☐ Videos include captions or subtitles for accessibility
- ☐ The hook grabs attention within the first 5 seconds
- ☐ There's a clear call to action at the end of each video
- ☐ We optimize videos for platform and length (e.g., reels vs. YouTube)
- ☐ We use stories and emotion, not just announcements, to keep attention

5. Review & Results

- ☐ We track video performance (watch time, engagement, completion rate)
- ☐ We gather feedback from our audience or team after releases
- ☐ We use insights to adjust future content strategy
- ☐ Each major campaign includes at least one impact story video
- ☐ We review our overall video strategy quarterly or biannually



How many boxes did
you check?



Ready to Strengthen Your Story?

If you checked fewer than 15 boxes, it's time for a Media Health Check — a **free** 30-minute strategy call with DRW Media Works.

**Request My
Complimentary Session**