



VIDEO PRODUCTION WEBINAR: PRINCIPLES OF STORYTELLING

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Meet Your Presenters

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Why Storytelling Matters In Health Messaging

Importance of effective communication:

- Inspires action
 - Adherence (story form vs instruction sheet)
 - Disseminate health messages in a more understandable and engaging format
 - Essential element of having a public health lesson
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Storytelling in Health Messaging

Examples

- Smoking commercials
- American Cancer Society- cancer survivors and family
- Dove “Real Beauty” and “Like a Girl”
- Cleveland Clinic “Empathy Series” that featured real doctors sharing personal stories- connected with audience
- World Health Organization (WHO)- Black Dog

Role of Video in Health Messaging

Why is video a powerful medium in health comms:

- Engage and retain audience attention
 - Improve audience understanding
 - Disseminate health messages in a more understandable and engaging format
 - Broaden public perception
 - Humans are visual learners
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Trigger Warning

The video on the next slide depicts soldiers on the battlefield. Some scenes may be jarring. Please mute if needed. It is 1 minute long.

David Lynch Foundation



Purpose of Good Storytelling

Good storytelling is an essential tool in communication. We use this tool to convey messages by using subtext to envelope the main point in a digestible narrative story.



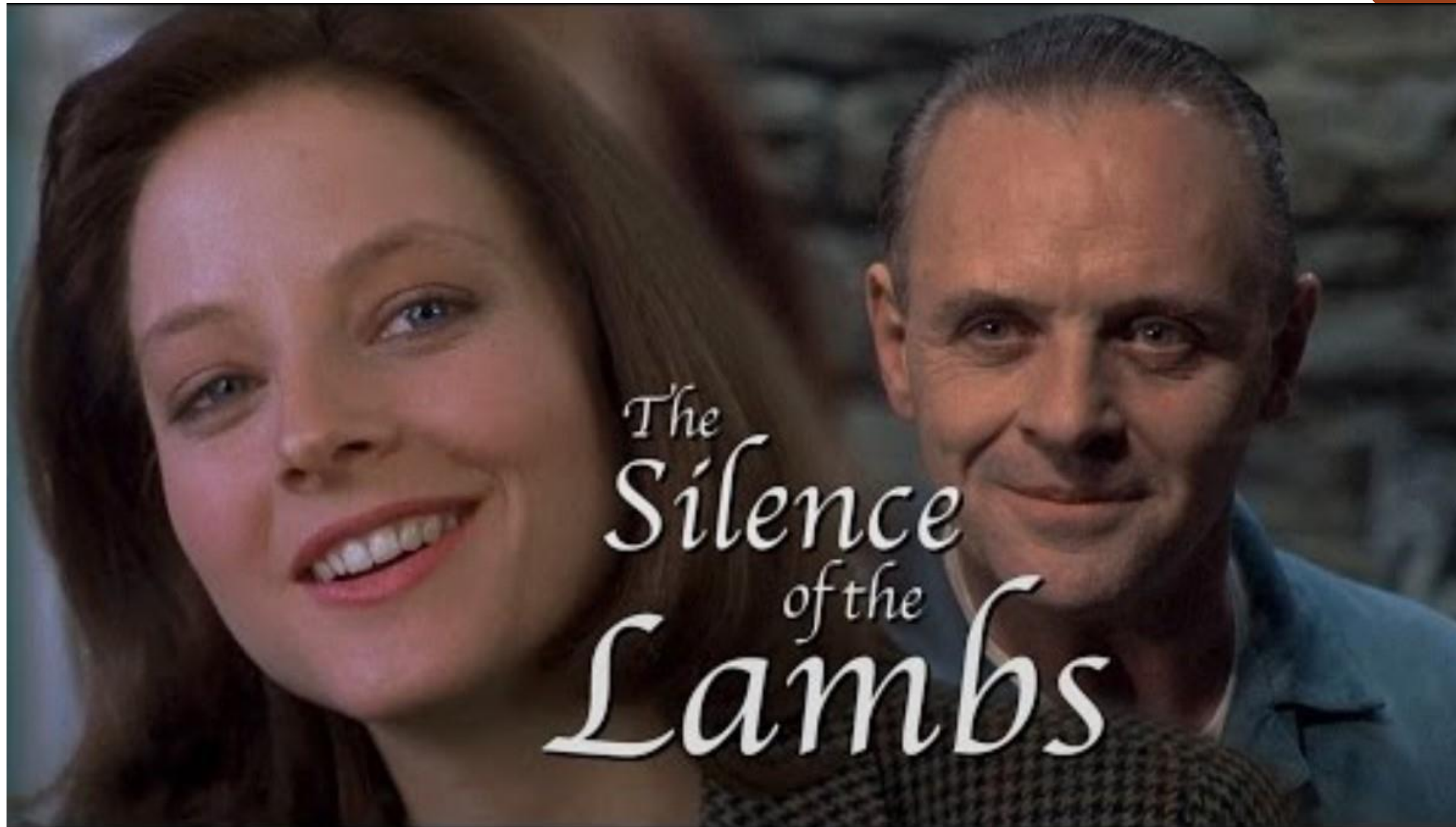
Genre Pitch Exercise

Take a beloved well-known story and pitch it as a completely different genre. Summarize and see if you can fit it in the story structure beats.



Example

Silence of the Lambs as a... RomCom



Basics of Storytelling

Key Components of Good Story

Characters

Setting

Plot

Conflict

Resolution



Three Pillars of Storytelling

Basic Story Structure

The basic model for storytelling that gets the audience from point A to point B using the three (five) act story structure. Basic Story Structure is the foundation needed for any narrative (Hollywood).

Hero's Journey

The Hero's Journey is a 12 step map that takes the main character from the old world, into adventure, back to the old world with a newfound superpower. What makes the Hero's Journey unique is: the main character needs to be affected by external factors to accept internal change.

Heroine's Journey

The Heroine's Journey is the 10 step map that takes the main character out of their "normal", through a spiritual/internal change, and back into the normal anew. The Heroine's Journey differs from the Hero's in that it requires the main character to willingly go through internal change to affect their surroundings.

Basic Story Structure

The “Save the Cat” model created by Blake Snyder is a simple yet thorough organizational structure that allows a writer to breakdown their story into 15 beats

Opening Image

Important for setting up your story’s theme and “style”

Theme Stated

What the story REALLY is about

Setup

Presents the situation for the problem

Catalyst

The problem itself

Debate

Do we tackle the problem or not, and the ramifications of doing either

Break Into II

Enter the New World

B Story

Not always necessary but the side story between hero and significant character

Basic Story Structure

Fun & Games

The main source of action throughout the story. In movie trailers, this is where 90% of your footage would come from

Midpoint

The highest or lowest point in the story

Bad Guys Close In

A pinch point where the problem piques

All is Lost

The worst possible outcome

Dark Night of the Soul

The worst possible outcome for your main character (if there's a death, it happens here)

Break Into III

Presentation of Hope

The Finale

Execution of the final plan and closeout of all stories

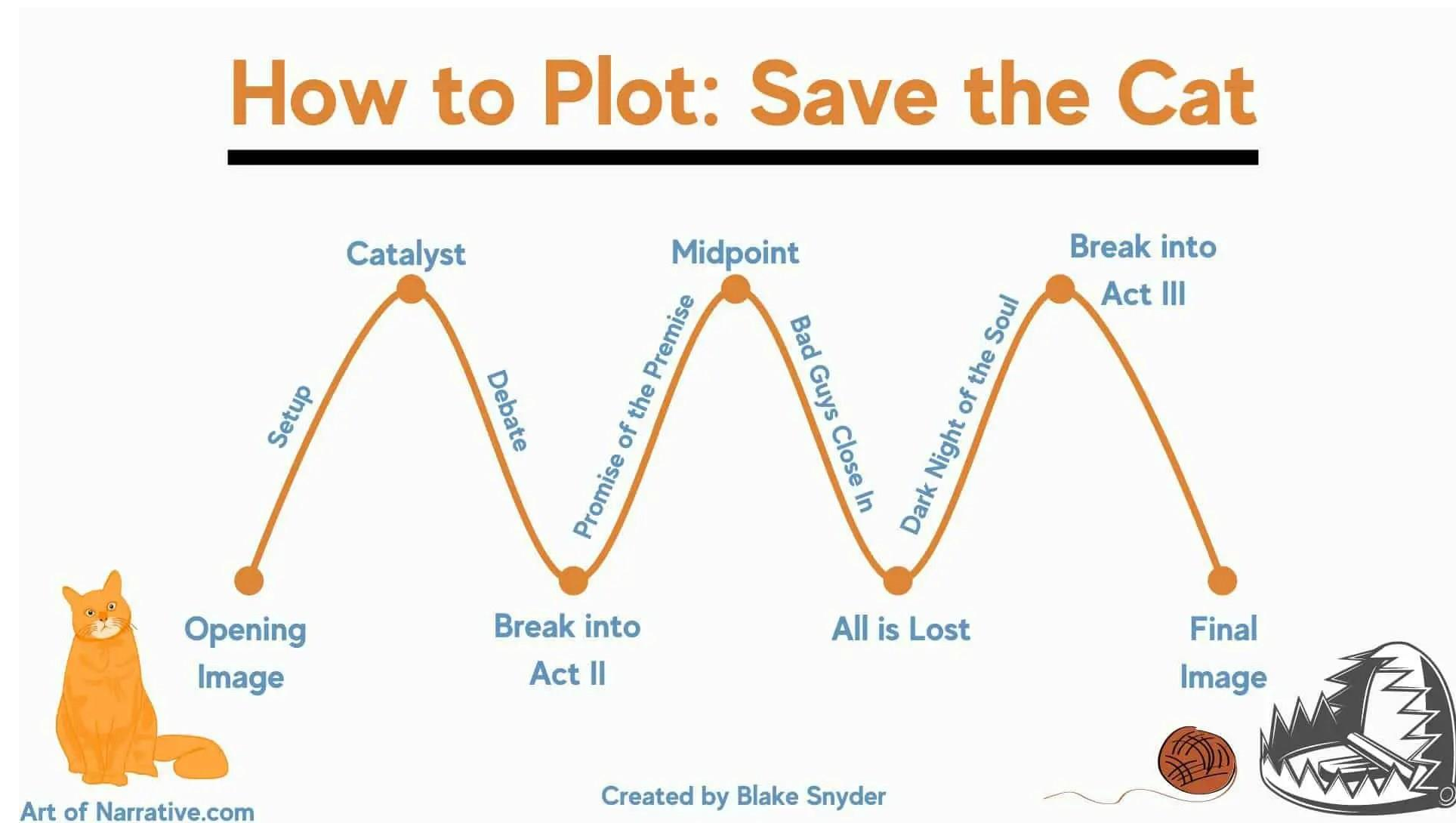
Final Image

The shot that leaves your audience in awe. Usually mirrors First Image



BASIC STORY STRUCTURE

1. The “Save the Cat” model created by Blake Snyder is a simple yet thorough organizational structure that allows a writer to breakdown their story into 15 beats

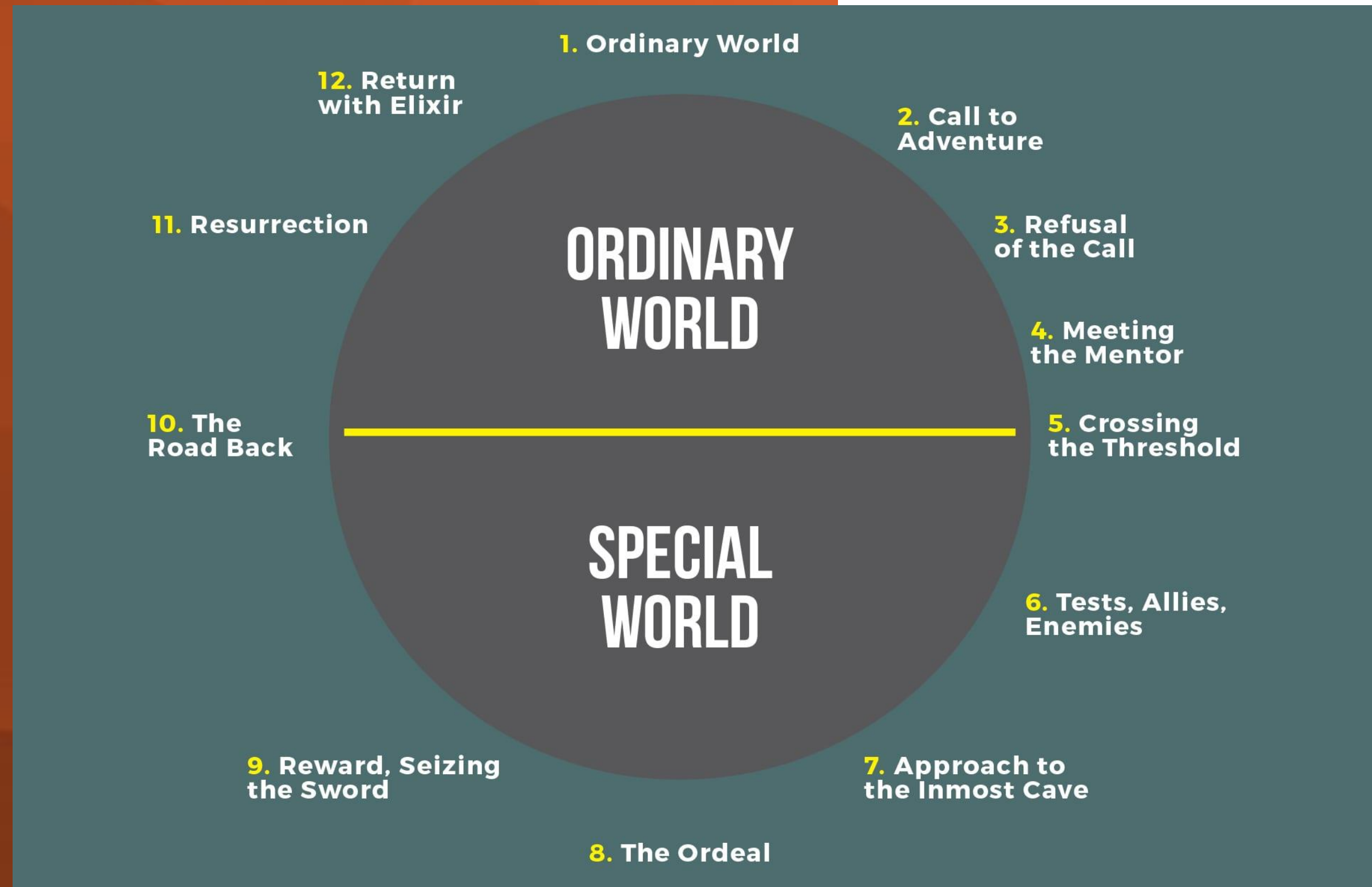


All Is Lost



Hero's Journey

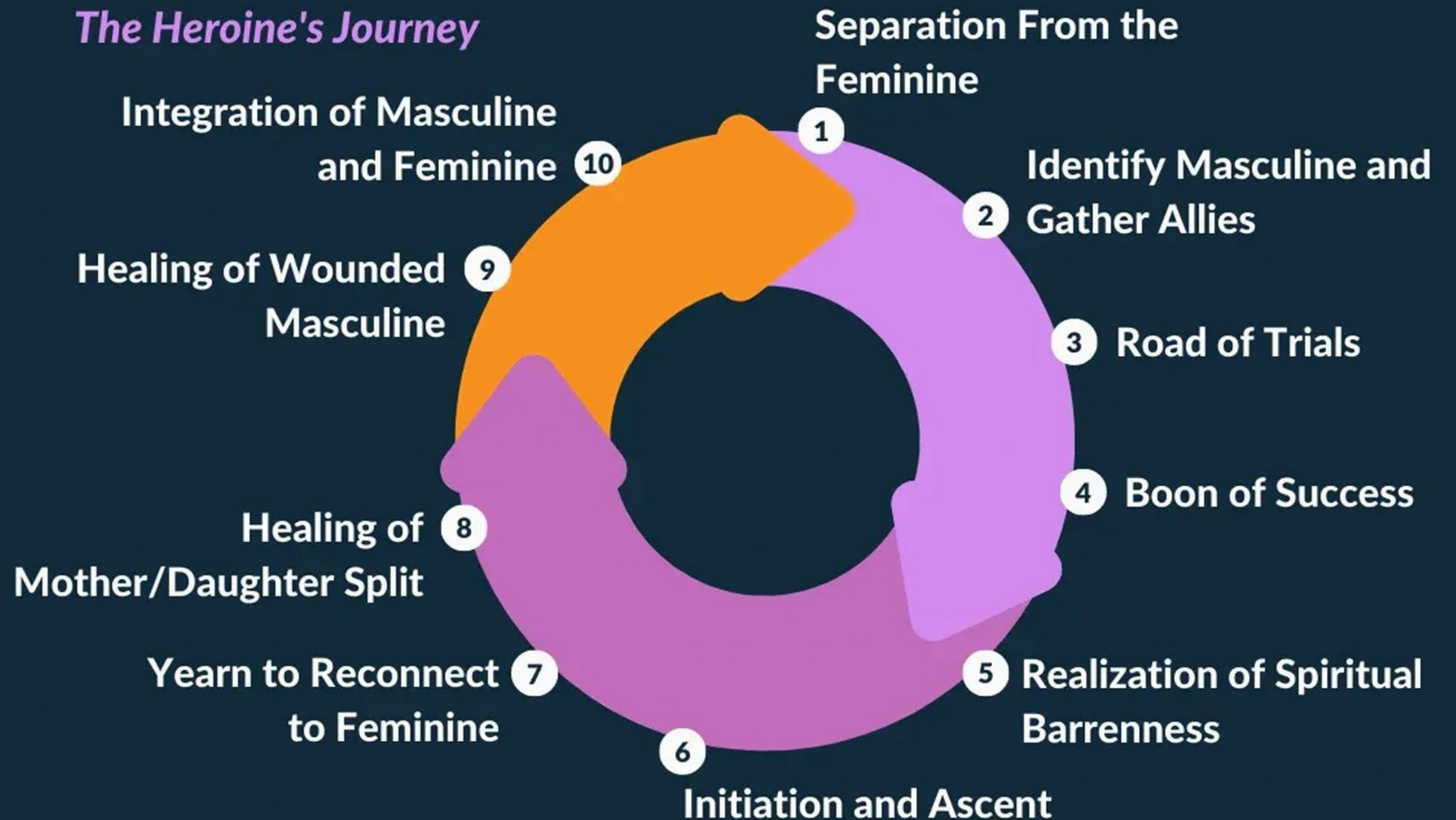
- The hero's journey is often about personal glory and achieving victory.
- Examples in health messaging



Heroine's Journey

The heroine's journey is more about moving forward and bridging the gap between male and female roles or mainstream and outsider

Example in health messaging



Crafting Effective Health messages in Video

Tailoring Content to Audience

- Identifying audience
 - Demographics, goals, interest levels
- Adapting content to different audiences
- How to present complex health information simply and effectively



Tailoring Content to Audience

- Identifying audience
- Adapting content to different audiences
- How to present complex health information simply and effectively
- Visual and Audio Techniques

Tools and Resources

Tools and Resources

Video Production Tools

- Video creation and editing
- Resources for stock footage, graphics, music



Importance of Sound

Audio evokes emotion, and if you're looking to set the mood for your audience, there's nothing more important than your soundtrack or sound effects. Beyond the emotional response to sound, audio can also do a lot of table setting for your video.



What if Michael Bay Directed UP?



Questions?