

# PRE PRODUCTION FACT SHEET



## Storytelling, What it's all about

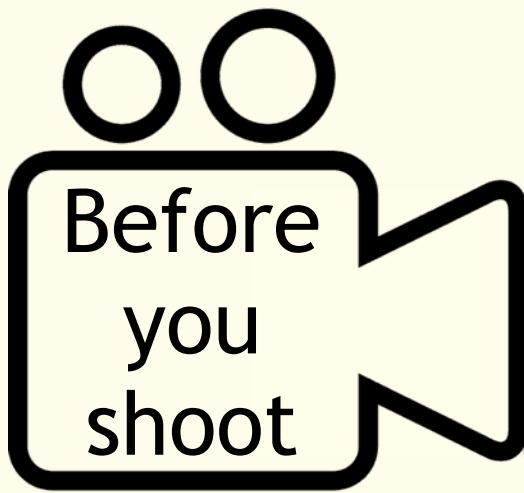
- Traditional Storytelling—beginning, middle, end
- Journalism—who, what, where, when, why
- Essay—main topic, thesis, support with evidence
- Advertising—clear

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Produced by David Keto  
University of Wyoming  
Extension



- Tell a story
- Make a plan
- Use a tripod
- Use a microphone
- Light subject well
- Shot variety
- Think screen presence



What is your **AUDIENCE** and **PURPOSE**

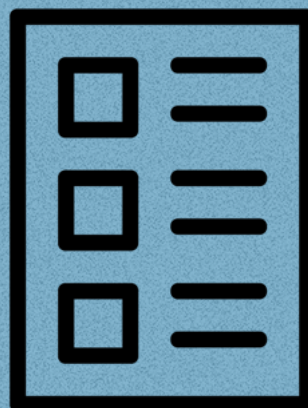
Adults  
Youth  
Scientists  
Ranchers

Inform  
Educate  
Entertain  
Explain  
Convince

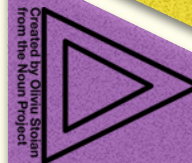
### Make an Outline

Image	Audio	Time

### Make a Storyboard



or



Created by Olivia Stojan from the Noun Project

### Don't Forget

- Budget
- Crew
- Schedule
- Questions