



# Scripting Nonfiction Video

October 26, 2020 | 1-1:50pm ET

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## Session Agenda

Story Planning  
Story Strategies  
Scripting Process  
Tips for Reviews  
Ready to Write

Slide deck available at  
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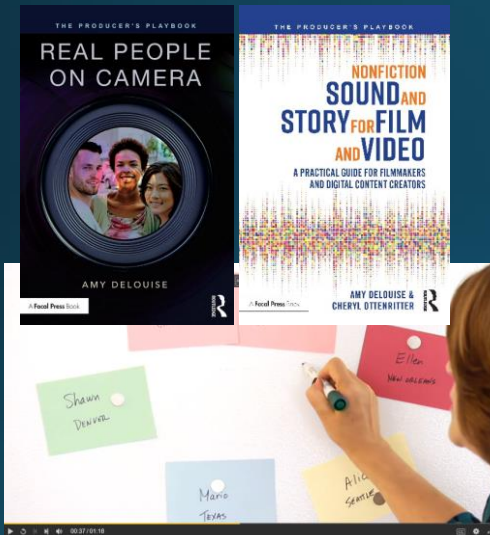
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## Other Resources



### • LinkedIn Learning Courses

- <http://bit.ly/HowtoScript>

### • Books

- [The Producer's Playbook: Real People on Camera](#)
- [Nonfiction Sound and Story for Film and Video](#)

### • This Deck

<https://www.amydelouise.com/slide-decks/>



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# Reasons for Scripting

- Avoid missing shots/story gaps
- Ask better interview questions
- Shoot more useful b-roll
- Transition better from production to post
- Save time/money in post
- Create multi-platform deliverables more easily
- More story impact, better results



# Creative Brief

- Goals
- Audience
- Length
- Main Character(s)
- Key Scenes and Settings
- Style and POV
- Schedule
- Budget
- Approvals
- Attach storyboards

## Project: Carrie Simon House Video

Length: Approx. 5 mins./Segments that could be used in social sharing

## Goals:

- Allow donors to see the impact of their contributions of time and dollars
- Let institutional funders to see what we do
- Help prospective residents understand how the program works
- Create one of a future series of videos on "graduates" to improve communications outreach

## Audience:

- The target audience is primarily female, Jewish, 40+

## Subject/Scenes:

Tasha, who is a successful graduate of Carrie Simon House, will help tell the story in her own words as we see visuals that remind us of what her life was like on entering, and how she has blossomed as a graduate. Through her experience, viewers will come to understand the mission, vision and impact of Carrie Simon House, not only on the women who live there, but on the volunteers and wider community. The goal is to let viewers see and feel the experience from a first-person perspective.

## Schedule:

July 8 – Amy and Rachel shot planning meeting

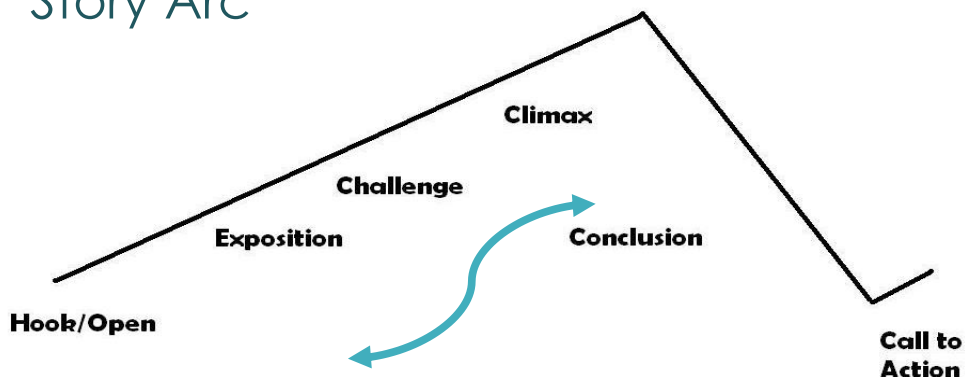
July 13 – Location Shoot at Tasha's Apartment: Interview, footage of Tasha and her Daughters; making cake pops for a leadership event she runs

July 22 – Location Shoot at Carrie Simon House – interior footage/Steadicam with

Residents, interior and exterior footage with Tasha

## Budget:

## Story Arc



# Story Arc

- Hook - Quickly pulls in the viewer
- Exposition – Enough back story to understand
- Challenge – The central issue
- Climax – Turning point
- Conclusion – How does the story end?
- CTA - What is the next step for the viewer?

Get People Interested  
A Good Hook



Nonfiction  
Story  
Strategies

Video examples not  
included in slide notes

## Compelling characters and settings Interview-Based

### Know Your Characters

- Not too many
  - 3-4 max in a 5-minute piece, 1 protagonist best
  - 5-6 characters in long form
- An organization can be a character
- Setting can also be a character
- Primary character v. supporting or validators

# Pre-Interviews Matter

- Scenes and settings
- Sync sounds that could help tell the story
- Objects/b-roll that should be included in filming
- Potential soundbites
- Existing photo or video assets
- Music styles and cues
- Conduct by **phone** when possible
- **Record** (with permission) and **transcribe** (also the interview!)

Audio can drive story  
Sound is Half the Story

# Sound is Vital to Propel Story

- Sync sound moments
  - Introduce character (instead of via VO)
  - Background/back story
  - Place them in a setting
  - Authenticity
- Sound design moments
  - Convey urgency or drama
  - Accompany footage that is MOS
  - Bring the audience into the story

Works well with multiple sources  
Theme-Based

# Thematic Stories

- Where various characters are interconnected
- Where footage may be from disparate sources, but can be organized along common threads
- Branded short-form content
- A way to organize longer form docu-style content

Explainers, Montages, Openers, Awards  
Animated

## Story Process

WRITE  
WITHOUT  
FEAR.

EDIT  
WITHOUT  
MERCY.

## Survey the Territory

Review  
transcripts  
Watch down  
existing  
footage

Consider  
audience  
demographics  
an viewing  
platform

POV  
Style  
TRT

## Define the Look

- [Milanote](#)
- [Storyboarder](#)
- [Plot](#)
- [Frameforge](#)
- [Powerpoint](#)
- Get a sign-off on stylistic approach



## Point of View

- Protagonist
- First-person interviews
- Third-person narrator
- Combination
- Example



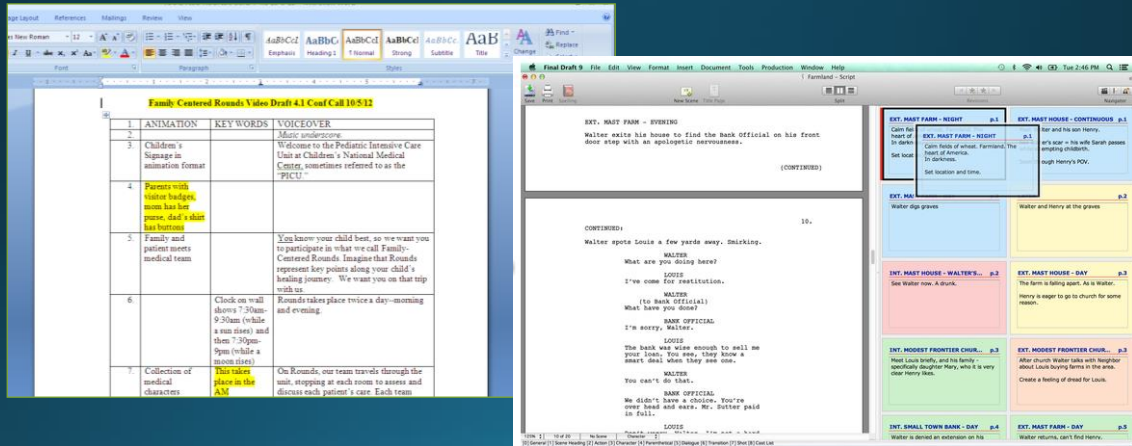
# Opportunities/Threats

- Avoiding “black hole” w/o visuals to cover
- Recreations
- Photos
  - List assets needed in script!
- Archival opportunities
- Animation/MoGraph can solve problems

# Outlining

- Just do it.
- Formal or informal.
- Tools:
  - <https://workflowy.com/> - for outlining
  - <https://evernote.com/> - for compiling research
  - Or just use a napkin. As long as you do it!

# Formatting



# Tools

- <https://www.finaidraft.com/> \$199
- <https://draftin.com/> Free so far
- Plain old MSWord \$120/yr *starting price for 365*
  - templatize your own or use an existing template [www.charles-harris.co.uk/screenplay-formats-cinema-tv/](http://www.charles-harris.co.uk/screenplay-formats-cinema-tv/)
- Google Docs Free – but beware re tracking changes/viewers
- <https://writerduet.com/> \$0-\$199



## Managing Reviews

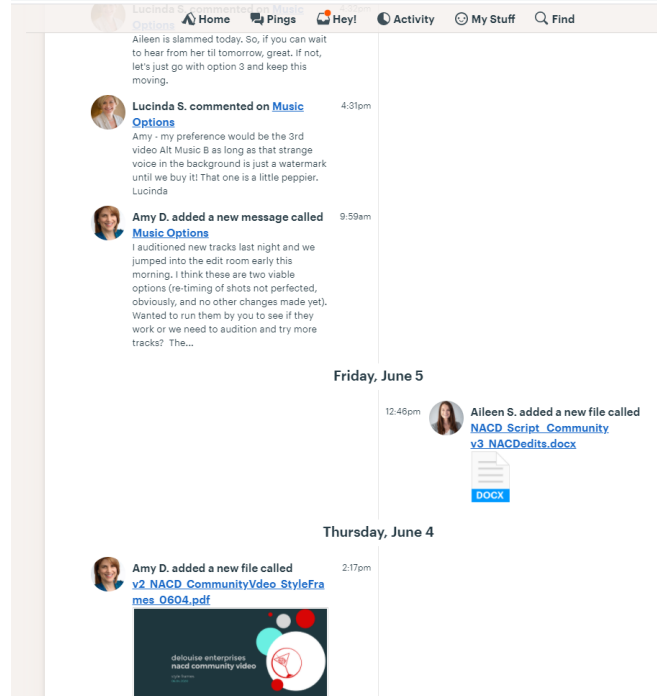
### Notes

Try to anchor in...

- Creative Brief (Goals)
- Storyboards (Design)

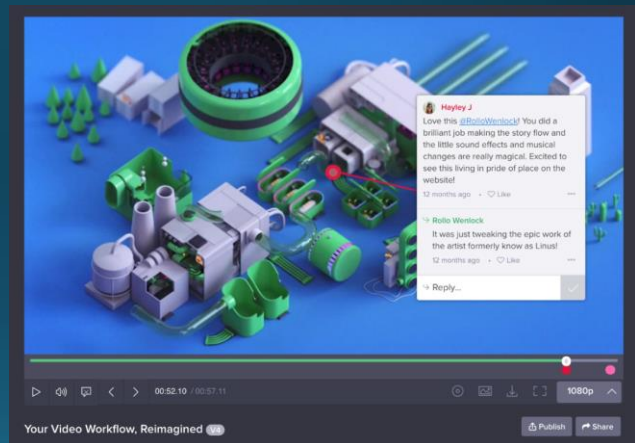


# Use Tools



# Use Tools

Try it at:  
Wipster.io/amydelouise





## What We've Covered

- Plan Your Story Arc
  - Use Appropriate Story Strategies
  - Develop Your Process
  - Manage (Survive) Reviews
  - To Write is a Privilege—Enjoy It!
- 
- Slides at [amydelouise.com/slide-decks](http://amydelouise.com/slide-decks)



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