

## Video Brainstorming Worksheet

<b>Date and Time(s):</b> What are the key times that “action” is taking place?	
<b>Location(s):</b> Where will you shoot your video?	
<b>The Story:</b> What is the story you are trying to tell?	
<b>Images / Scenes / Angles</b> What key visuals will help tell the story? What Rotary Brand visuals will be available?	
<b>Key Messages / Narrative:</b> What are the key informational points that should be included? What are the key takeaways you want your audience to see/hear? Should there be narrative (spoken or written on screen)?	
<b>Spokesperson(s):</b> Who can help tell the story? (e.g., Rotarian, Beneficiary, Partner Organization, etc.)	
<b>Audience:</b> Who should receive this message?	
<b>Distribution:</b> How will we share this video with our audience?	