

Short Form Documentary

While the PSA is an effective tool in communicating your message, you may want to take it a step further than just a 30 second video. If so, a Short Form Documentary would work perfectly. In a Short Form Documentary you will follow the same basic steps as the PSA, but you will have more time to dive deeper into the issue that you want to discuss and persuade your audience to take action.



As with the PSA, you want to ask a particular question, one that you will use to frame your entire video. You must also ask supporting questions that help answer the larger question and back up your point.

1. **What is the “big” question** that your topic of choice presents? This will become your theme for your documentary.
2. **Create a list of questions** that stem from your “big” question.
3. **Write a chronological outline** of how you want these questions answered. This will become the outline of your story.
4. **Figure out who you want to interview** for each question. You may want to have each subject answer all the questions.

When forming your questions and throughout the production of your video, you must always consider:

- WHO are you talking about?
- WHEN did this happen?
- WHY did this happen?
- WHAT are you talking about?
- WHERE did this happen?
- HOW did this happen?

EXAMPLE:

Topic: Cyber Bullying

• Big Question:

- ♦ Why is Cyber Bullying a problem?

• Supporting Questions:

- ♦ What causes Cyber Bullying?
- ♦ What makes Cyber Bullying so effective/destructive?
- ♦ Why aren't people stopping it?
- ♦ Who does Cyber Bullying impact?
- ♦ How can Cyber Bullying be stopped?

Make sure when you're making your Short Form Documentary that you try to capture the voices of both sides of the issue. This ensures that the video you produce is accurate and takes everyone into account so that all sides can collaborate and produce a solution.

Be sure to encourage students over 13 yrs. of age to register online at <http://www.idrivetvonline.com/get-involved/become-an-agent/> to become i-SAFE Agents.

Take a look at this example of a Short-Form Documentary <http://www.youtube.com/user/isafeinternship>

Submit your Short-Form Documentary to i-SAFE at www.idrivetvonline.com/contact and it may be featured on our website or in future iDrive campaigns.

Measure Your Success –

How will you measure success (# of viewers, feedback form comments, # Agents recruited, etc.?)