

Appendix A: FP INFOcus Worksheets and Templates

- » ***Promotion Strategy***
- » ***Creative Brief***
- » ***Script***
- » ***Storyboard***
- » ***Pre-production Plan***
- » ***Consent and Release Form***

Promotion Strategy

Promotion Goal

What outcome are you trying to achieve by promoting your video(s)? What would you like your audience to do after watching and engaging with your video(s)?

Promotion Timeline

How long will you be promoting your video(s)? Are there any key dates or events you would like to capitalize on to maximize your reach and impact?

Calls to Action for Intended Audience

What would you like your audience to do after watching your video(s) – either to help them better understand or engage with the content or increase the reach of the video(s)?

Desired Promotion Activities

What channels and activities – both virtual and face-to-face – will you use to promote your video(s)? Think about the places your intended audience already goes for information, as well as the amount of time and funding your team has, to ensure your plan is realistic and appropriate.

Pre-launch Channels and Activities	Launch Channels and Activities	Ongoing Promotion Channels and Activities
<i>What will you do two weeks before posting your video(s) to generate interest?</i>	<i>What will you do when you post the video(s) for the first time to ensure that your audience sees it/them?</i>	<i>What will you do during the weeks after you have posted your video(s) to increase views/promote engagement?</i>

Are there any branding standards or procedures that must be followed?

What, if any, standards or procedures must be followed when you promote your video(s)?

What are your promotion objectives? How will you measure the success of your work?

Objectives

What specific outcomes do you want to achieve by promoting your video(s)? You may want to frame your objectives using this sentence: "By [end of promotion time], my video(s) will provide key family planning information to young people through [x number] of unique interactions." You may also choose to create separate objectives for each channel or activity.

Metrics

What are the specific ways that you will use to measure the reach and impact of your video(s)? Why? Will these differ based on your channels and activities?

Creative Brief

- 1. Intended audience.** Describe who you want to reach with your video(s). Be as specific as possible.
- 2. Call to action.** What do you want your intended audience to do after they watch your video(s)?
- 3. Barriers.** What beliefs, cultural factors, pressure and misinformation stand between your intended audience and the call to action?
- 4. Benefits:** What might the intended audience perceive as the benefit of the behavior?
- 5. Key messages.** These are the reasons why the benefits outweigh the barriers – that what you are promising or promoting is beneficial to the intended audience.

1. **Tone.** What feeling or personality should your video(s) have? Should it be authoritative, funny or emotional?
2. **Media.** What channel(s) or form will the communication take? For example, how many videos will you make and what format will you use (e.g., testimonial, game, dance, etc.)
3. **Creative considerations.** Will the material be in more than one language? Are there special considerations to keep in mind about the filming location?

Script

Title:

Storyline:

Setting(s):

Names and descriptions of people involved (real or fictional):

Scene Description <i>What will the audience hear and see?</i>	Dialogue/Actor Direction <i>What will the people say, and how will they behave when they are on camera?</i>

Storyboard

PAGE _____

	SHOT #

ACTION

DIALOGUE

FX

	SHOT #

ACTION

DIALOGUE

FX

	SHOT #

ACTION

DIALOGUE

FX

Source: University of Texas at Dallas. (2017). Storyboards. Retrieved from: <https://www.utdallas.edu/atec/midori/Handouts/storyboard.htm>

Pre-production Plan

What dates and times are you filming?

Date	Start Time	End Time

Where will you film?

Location	Dates	Do you have or need permission to film there?	Are there any special considerations to keep in mind?

What role will members of your team play on each day of filming? What do they need to prepare for each day of filming?

Role	Name(s)	Dates	What do they need to bring or prepare before each day of filming?
Director/Manager			
Camera Operator (person filming)			
Performers			
Lighting Specialist (optional)			
Audio Specialist (optional)			
Timekeeper			
Point person for costumes, props and set design (optional)			
Makeup Artists (optional)			
Costume Managers (optional)			

Are there any costumes, props or setup that needs to take place before filming?

Item	Date(s) needed	Person responsible	What does this person need to bring or prepare before each day of filming?

FP INFOcus Video/Photo/Audio Consent and Release Form

PURPOSE: The *FP INFOcus* project aims to connect young people to correct contraceptive information using digital storytelling and participatory video. Your story will help young people gain a better understanding of their FP options and make informed decisions about which method is best for them.

PROCEDURE: If you agree to participate, we will publish your name (or an alias) and age. We will interview you about your experiences with FP. Your responses will be filmed, edited into a short video and then promoted as part of the larger *FP INFOcus* video series. If you feel uncomfortable answering any of the questions, you may refuse to answer.

BENEFITS AND RISKS: There is no direct benefit to you from participating in the interview, but the knowledge and insights you share will benefit young people in your community. These videos will be shared on social media and possibly at local events; therefore, **it is possible that your video, including your personal experiences with and beliefs about FP, will be seen by members of your community.**

PERMISSION TO PROCEED: Without expectation of compensation or other remuneration, now or in the future, I hereby give my consent to _____, its affiliates and agents, to use my image and likeness and/or any of my interview statements in its *FP INFOcus* materials and promotion, as well as its larger relevant work. More specifically, current promotion plans for this video include but are not limited to the following social media platforms and activities: _____.

The contents of this video will be widely promoted and publicly available for anyone to see, **including family members, partners, and community and religious leaders.** Are you comfortable participating given these conditions? Please mark your response with an X.

Yes _____ No _____

I give my unlimited consent now for current and **all future use** of my material. Yes ___ No ___

Name: _____

Signature: _____ Date: _____

I certify that I have read this consent form in full to the respondent whose signature appears above.

Name: _____

Signature: _____ Date: _____

Equipment Checklist

FOR PHONES

- Smartphones
- Chargers
- Tripods (optional)
- Diffuser (optional)
- Reflector (optional)
- Mobile lens attachments (optional)
- Mobile flash attachments (optional)
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AUDIO

- LAV microphone (wireless recommended)
- Digital audio recorder (optional)
- Handheld microphone and tripod (optional)
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PROPS AND COSTUMES

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ADDITIONAL ITEMS

- Flash drives or computers to back up and store content
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Timeline

Step	Deadline	Person(s) Responsible
Research issue in community		
Write creative brief		
Draft interview guide or script		
Complete storyboard		
Complete pre-production plan		
Film video(s)		
Review and sort video files		
Create first cut for internal approval		
Write out subtitles		
Revise and send second cut of video to larger team to approve (if applicable)		
Finalize video based on comments		