

Outline Example - Video Production – Segment Development

Example Video Project Topic/Scenario – Public Service Announcement (Short Form Video) on food safety, the video will be an informational and educational video to change behavior related to food safety and help prevent food poisoning.

Example Objective Statement: *“The purpose of this video is to...” through the use of facts from the CDC related to food borne illness and deaths in the United States, raise awareness of the importance of following food safety methods when handling and preparing foods. The video will focus on the 4 handling behaviors; Separate, Clean, Cook and Chill. Demonstrating practical steps to help change behaviors related to food safety and will direct viewers to additional resources that can help them learn more and protect themselves and their families.*

Introduction – (foreshadowing) introduce the topic to the audience and tell them what they are about to hear.

Example Opening statement - *The Centers for Disease Control and Prevention (CDC) estimates that 48 million people get foodborne illness each year, resulting in roughly 128,000 hospitalizations and 3,000 deaths.*

- *Identify the 4 food handling behaviors that will be covered, Separate, Clean, Cook and Chill*
- *Reveal to the audience that the video covers simple food safety steps that can be done*
- *Transition statement leading into the body content (such as “lets start separate”)*

Body – Tell them the story; break it up into logical pieces or steps depending on your topic. *In this example cover the best practices in food handling behaviors by modeling the behavior.*

- *Separate – Details on topic item - this scenario you would talk about and demonstrate the importance of keeping raw meat separate from other foods and cookware etc.*
- *Clean – Details on topic item - this scenario you would talk about and demonstrate the importance of proper cleaning and using clean surfaces to prepare food etc.*
- *Cook – Details on topic item - this scenario you would talk about and demonstrate the importance of cooking food to correct temperatures for food safety.*
- *Chill – Details on topic item - this scenario you would talk about and demonstrate proper food storage and safe storage temperatures.*
- *Transition to conclusion (such as “now that you know the basics lets look at the benefits”)*

Conclusion – Tell them what you told them, then close

- *Summarize the information just covered, provide more statistics and emphasize key pieces of information if needed*
- *Close by providing next steps or a call to action such as “for more information go to”, “order today” or the “buy now”. This is the place in the video you close the loop and can make a final emphasis on the “Who, What and Why” of the video.*

In the food safety scenario you may say something like “if everyone would practice these 4 simple food handling behaviors, 1000s of deaths may be avoided, millions of people wouldn’t needlessly become ill and 100s of millions of dollars would be saved. The life you save may be your own! For more information visit the CDC website at...”

Once again, remember use your “Objectives Statement” as a guide or filter as to what content is important and needs to be in your video and what can be left out.