

Tell your community
story better in 140
characters

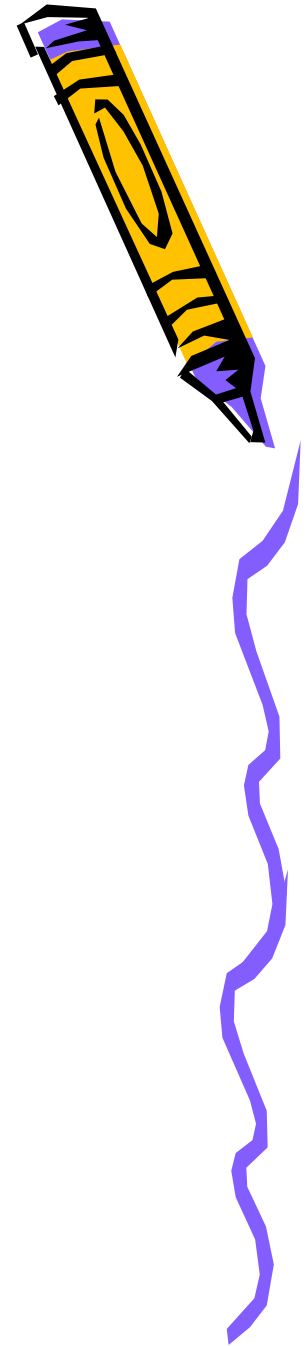
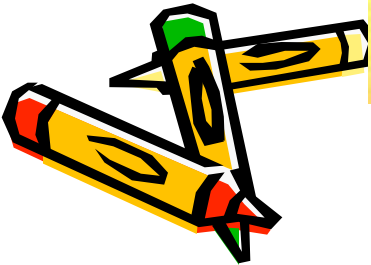
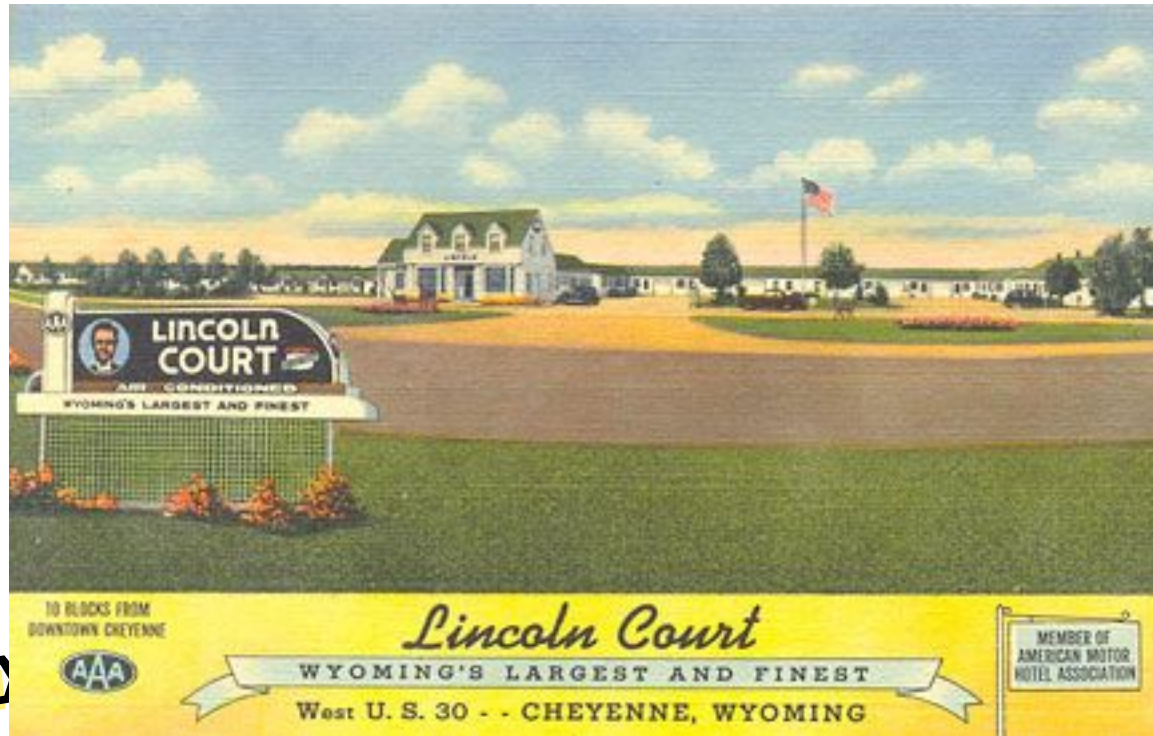
Alan O'Hashi

Boulder Community Media



Boulder Community Media

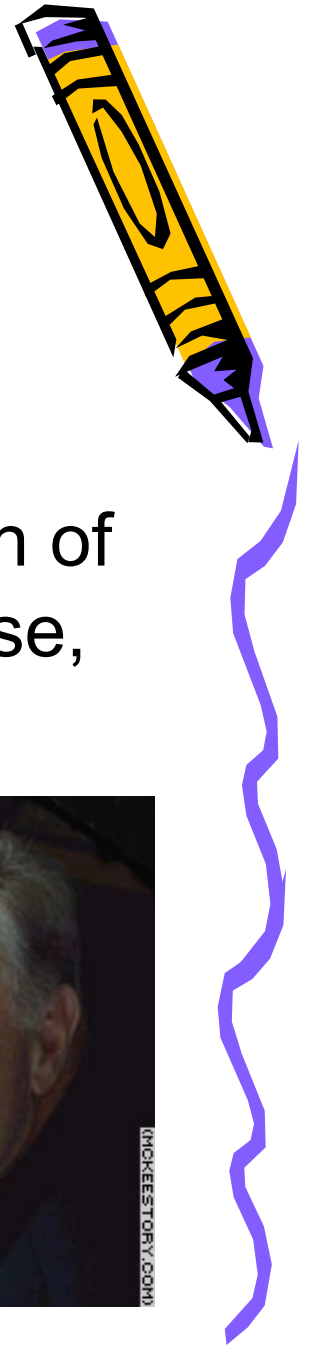
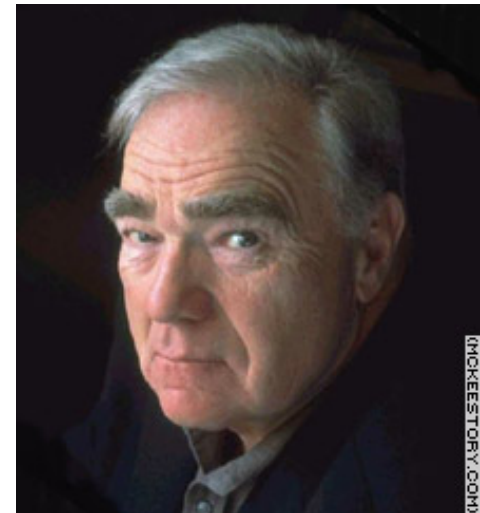
- Production Services – Social Media Marketing
- Event production – Whistle Stop F.I.L.M. Festival
- Developing Lincoln Court, Cheyenne Wyoming – creative mixed use community



Story is about life

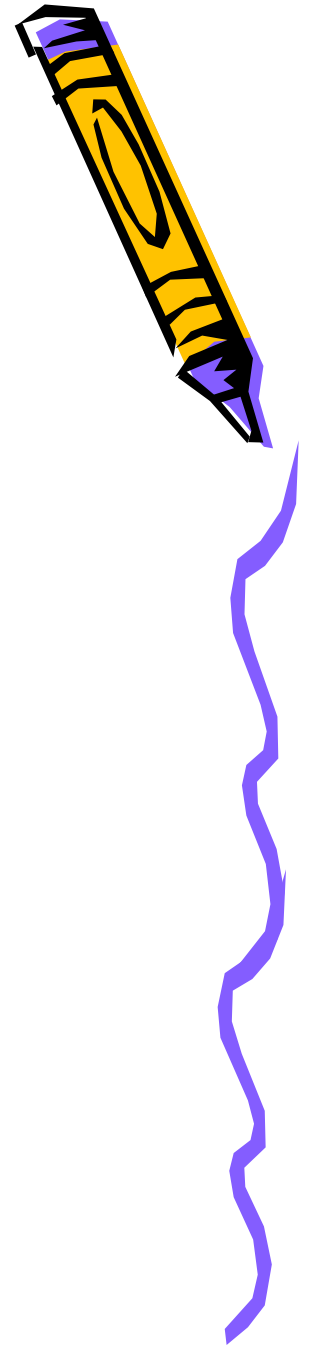
“Our appetite for story is a reflection of the profound human need to grasp the pattern of living, not merely as an intellectual exercise, but within a very personal, emotional experience.”

Robert McKee, *Story*



Who's on set?

- Give your name
- You're grandmothers' birth names
- What stage is your project



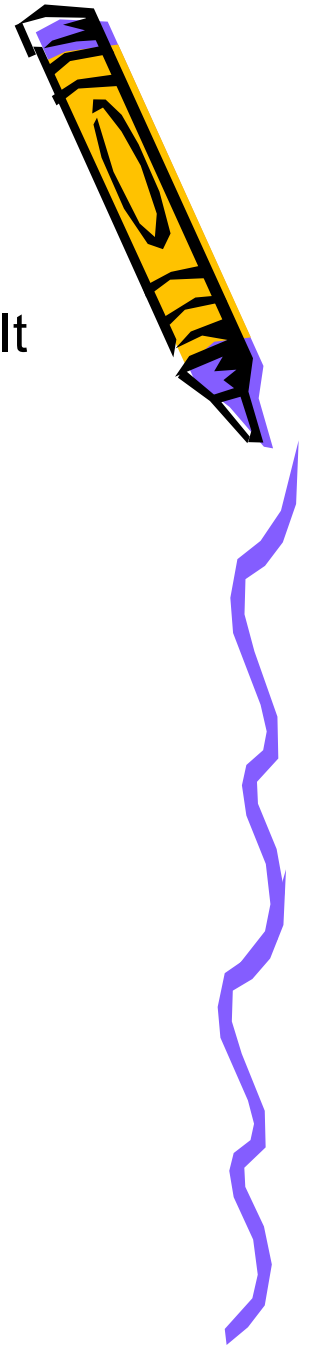
The shot list for today

- Go over some basic storytelling plot points
- Write a log line for your project
- Give some ways to get your story out there



Inciting Incident / Goal

- How you get into the story
 - Inciting incident is what thrusts the hero into the story. It connects the beginning to the end of the story.



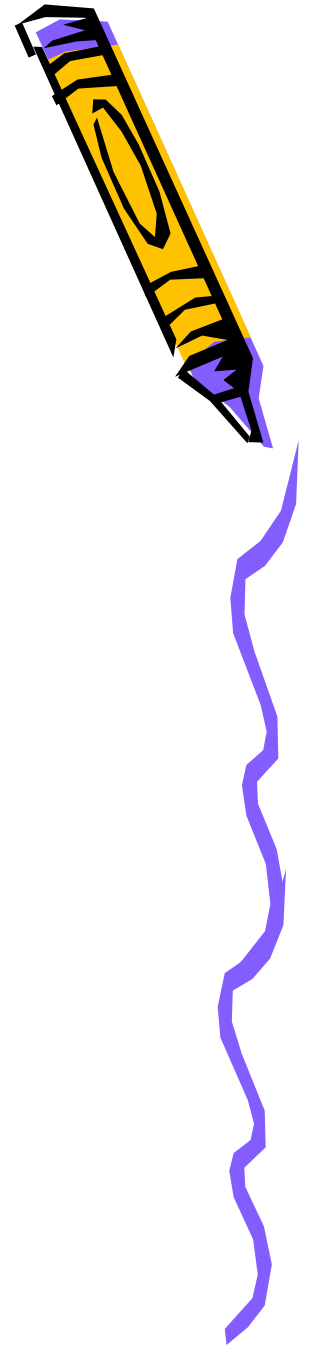
Setting

- Create your community world
 - What Where When
 - items and locations that move the story forward



Climax

- The story goes no further
 - How the story ends



Story Logline/Premise

Storytelling is finite: 30 seconds or one sentence boiling down millions of dollars, five years, 32 houses into 30 seconds or one sentence

1. A logline must have the following

- the protagonists
- their goal
- their challenge

2. Don't use name of the protagonists

It has no intrinsic information and so is a useless word. Instead, tell us something about the project.

- *A few burning souls*

3. Use an adjective to give a little depth to the project

It's helpful if the characteristic you describe will have something to do with the project.

- *A few burning souls preserve a scenic historic site*

4. Clearly and quickly present the main goal

This is what drives your story and it will drive your logline too.

- *A few burning souls preserve a historic site by building a new neighborhood*

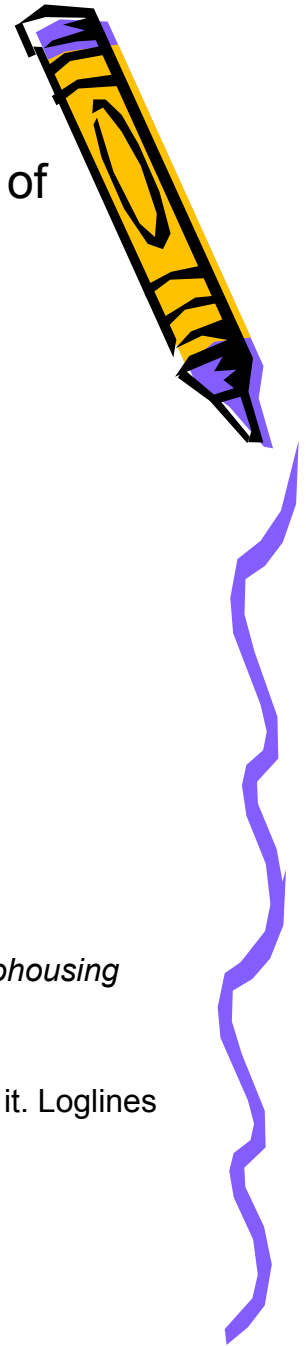
5. Describe the Challenge as a premise - "what if..."

The challenge the burning souls face in getting the project to happen

- *What if a few burning souls save a historic site by attracting 110 creative types to live in a creative cohousing community?*

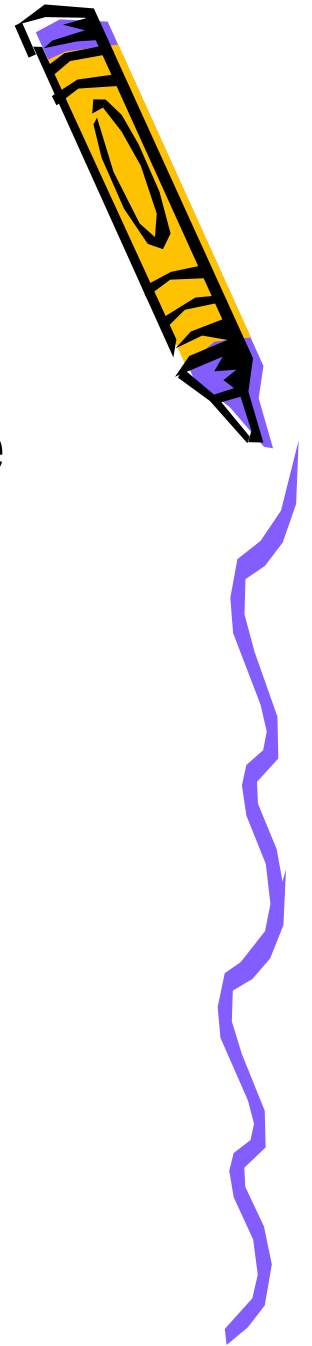
6. Don't tell the story, sell the story

Create a desire to see a complete prospectus as well as telling them what's in it. Loglines are like poetry, every word counts. Tinker, test, and tinker some more.



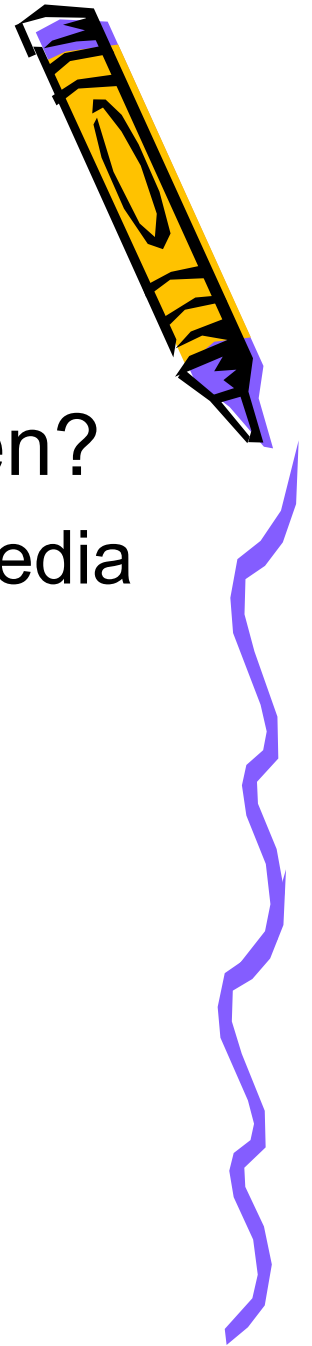
Inside Out

- Expand your premise with an outline
 - Beginning (Incident incident)
 - Middle (setting the scene)
 - End (project climax)
 - Key words



Distribution

- How to get your story heard and seen?
 - Jenny Godwin, the CoHoUSA social media maven



Contact Us

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