

Why Your Next Story Is More Than A Video

Session Topics

SECTION 1: THE PROCESS

SECTION 2: KEY PRINCIPLES

SECTION 3: VISUAL REVIEW

SECTION 4: Q & A

SECTION 5: FINAL THOUGHTS

SECTION 1: The Process



SECTION I:

Step 1 — The Client Engagement

Every meaningful film begins long before the first frame is captured.

The initial engagement is about discovery and clarity:

- Who is your community?
- What is your mission?
- Is there hope?
- Is there a wound?
- What problems are we trying to solve?
- What truth needs to be spoken?
- What does the audience need to hear?
- What does your organization internally need to hear?
- What is the goal?

This level of clarity and objectivity is why you call people like me.

Because if the organization itself does not understand the goal clearly, the audience never will either.

This is where we begin identifying:

- The audience
 - The occasion
 - The purpose of the film
 - The expected outcome
 - The emotional and spiritual direction
 - The call to action
-

Step 2 — The Proposal Structure

Building the Foundation of the Story: PREPARATION

After the initial conversations, a proposal is developed.

The proposal is not merely a quote or invoice.

It is the architectural blueprint of the storytelling process. NO CHANGE ORDERS...WOW.

1. Objective of the Film

What is the purpose?

Why does this film need to exist?

What transformation are we hoping to create within the audience?

2. Summary

A brief overview of the story, direction, and intended emotional and thematic movement.

3. Aesthetic Direction

What will physically populate the film?

This may include:

- On-camera interviews
- Originally captured footage
- Archival footage
- Still photography
- Sound design
- Music and emotive scoring
- Scenes & Environments
- Special occasions, opportunities or planning them

4. Preliminary Production Schedule

This outlines:

- Pre-production
- Production
- Post-production
- Delivery timeline

5. Budget & Payment Terms

Clear communication creates trust. The proposal includes:

- Production costs
- Deliverables
- Payment schedule
- Digital delivery specifications (captions)
- Live event formatting considerations

Step 3 — Pre-Production

The Discovery Process

Pre-production is where the real storytelling begins. This phase is investigative. It is relational & spiritual.

This is where we begin to identify:

- The pearl in the story
- The tip of the arrow
- The central wound
- The central hope
- The emotional and spiritual movement

Areas of Focus During Pre-Production

- Identifying subjects
- Discovering meaningful locations
- Understanding dynamics associated with the interviewees
- Finding opportunities for visual storytelling
- Identifying symbolic imagery
- Understanding institutional culture
- Determining special events or occasions or planning them
- Conducting pre-interviews (phone, rarely in person)

The pre-interviews are critical. These conversations allow me to:

- Build trust
- Understand personalities
- Listen for themes
- Identify emotional opportunities
- Discover visual possibilities
- Understand sensitivities
- Anticipate moments worth capturing
- Decide not to move forward with someone

Very often these conversations reveal things the organization itself did not yet realize were central to the story.

This phase also allows for production efficiency.

If we understand people, schedules, settings, and opportunities in advance, we can be more efficient when filming.

No “Shooting” but “filming”.... & a dedicated chaperone when filming especially in schools

Step 5 — Production

The Art of Presence

Production is not simply the act of filming.

It is the act of listening.

It is the act of creating an environment where truth can emerge.

My General Production Philosophy

I typically work with a very small footprint. Usually it is just myself.

This changes the environment immediately. People relax. They open up.

The interview becomes a conversation rather than a production.

Natural Light

I strongly prefer natural light.

Not simply because it is beautiful.

But because it is restful.

I want the person I am interviewing to feel calm, safe, and grounded.

Large lighting setups can create psychological barriers.

Natural light allows the interviewee to remain human rather than feeling staged.

For Footage: Sometimes I want a scene to feel boxed in, stressful, The use of dark and light can be very powerful not just for the optics but the interviewee who is willingly following my lead.

Side note: Filming is a commitment on the part of the organization and those being filmed.

We're going to have to invest some time and energy especially at times when it might be inconvenient. Let me explain below.

Settings

I prefer to use natural light and the weather.

Deep environments for interviews but not always.

- Natural textures
- Layered spaces
- Dimensional backgrounds
- Real environments that reveal something truthful about the person

However, flexibility is important. Every story demands different settings.

Tools of the Trade

My production footprint is intentionally minimal.

Audio Philosophy

Audio is emotional architecture.

I record:

- Interview dialogue
- Ambient sound
- Environmental tone
- Human texture
- Silence

These details help immerse the audience inside the experience.

Movement

Oftentimes I prefer movement.

Movement creates emotional flow.

Movement creates life.

Movement allows the audience to feel present BUT not always. Stillness also can communicate in very powerful yet sublime ways.

Timing & Weather

I often schedule interviews in the morning.

People are generally more alert, emotionally available, and mentally present.

I also pay close attention to the weather.

Light changes emotion.

The atmosphere changes emotion.

Wind, rain, sunlight, fog — all of these become emotional collaborators.

Step 6 — Post-Production Editing

Discovering the Film in the Edit

Editing is not merely assembling footage.
It is discovering what the film actually wants to become.

This is where:

- Structure emerges
- Rhythm emerges
- Meaning emerges
- Emotional pacing emerges
- Spiritual direction emerges

This is where we determine:

- What belongs
- What does not belong
- What needs silence
- What needs restraint
- What needs emphasis
- What needs space

Step 7 — Delivery

- Digital download
- TNI's
- Live requirements
- Caption & Language Options

EDITING FOR GALA & SPECIAL EVENTS

- Duration & Budget
- Opener
- Scene Changes
- Emotional Map
- Timing/Placement: In Concert with Key Note, Fund A Need, etc.
- Back-end delivery Thank You
- Repurpose with CTA's

SECTION 2: Key Principles



SECTION II: Key Philosophical Principles

The Pearl in the Story

Every story has a pearl.

A singular truth.

A central insight.

A revelation.

Everything in the film must ultimately support and point toward that pearl.

What's at the Tip of the Arrow?

Every scene. Every line. Every image. Every sound. Every movement.

Must move toward something.

The audience must feel guided.

Not manipulated.

But guided.

Take Them on a Journey

People do not remember information.

They remember transformation.

A great film moves the audience:

- Emotionally
- Spiritually
- Intellectually
- Morally

The audience must arrive somewhere different than where they began.

Inspiration based upon contrast.

Influence - INFLUENZIA- outward flowing matter affecting human destiny.

Present the Familiar in an Unfamiliar Way

Catholic schools. Parishes. Fundraisers. Ministry. Formation.

These can become visually repetitive.

The task is not merely documenting what exists.

The task is revealing it in a way that allows people to see it again with fresh eyes.

Christocentric Storytelling/Storytelling Ordered Toward the Ultimate Goal

Because these films often exist within Catholic communities, they must ultimately point toward something beyond themselves.

The films should:

- Be Christocentric
- Point toward transcendence
- Reveal truth
- Encourage virtue
- Build culture
- Create clarity
- Restore identity
- Inspire courage
- Invite sacrificial love

A healthy Catholic culture knows:

- Where it is going
- Who it is
- What it is about
- How it is called to behave

The films themselves can become instruments that help form this culture.

Emotion, Wisdom & Philanthropy/Beyond Emotional Manipulation

Research consistently shows that the majority of philanthropic giving is emotionally driven. But the goal is not manipulation.

The goal is wisdom - **To know God. To love God. To serve God which yields a happiness that is eternal.**

We recognize truth when we encounter it.

The purpose of storytelling is not merely to make people feel.

It is to:

- Reveal truth
- Illuminate goodness
- Restore hope
- Clarify mission
- Awaken responsibility
- Invite participation

A successful film communicates with specificity.

It allows people to understand clearly:

- What matters
 - Why it matters
 - What is at stake
 - What they are being invited into
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SECTION 3: Visual Review



SECTION III: VISUAL REVIEW

The final portion of the presentation will consist of still images extracted from various films.

These stills will reinforce:

- Aesthetic choices
- Emotional pacing
- Use of light
- Framing philosophy
- Environmental storytelling
- Human presence
- Spiritual tone

These images will serve as visual proof of the larger philosophical and spiritual framework discussed throughout the presentation.

A single image, when truthful, can often communicate an entire story.







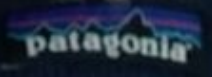
ST. MICHAEL the ARCHANGEL
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SAINT LOUIS UNIVERSITY
SCHOOL OF MEDICINE
Abigail Salanski





SAINT LOUIS UNIVERSITY
SCIENCE









...ing
...s, then we are
...ring bad habits just
... not doing anything."
-MaryEllen St. Sym





























Our Lady of Hope

Mr. Garcia

SOCIAL

STUDIES

LANGUAGE

ARTS

RELIGION

ALL ARE

WELCOME!

6TH GRADE

COLONIAL AMERICA

The 13 Colonies

United States Government

Always respectful
Always responsible
Always achieve

6th grade
prepositions worksheet
spelling 5 times
Sword in the Stone
Reading ch 9, pt
RRJ + Reading Log







HOME VISITOR
BONUS PER US

























































Six Nineteen

PEACE

























