



PROGRESSIVE TECHNOLOGY PROJECT

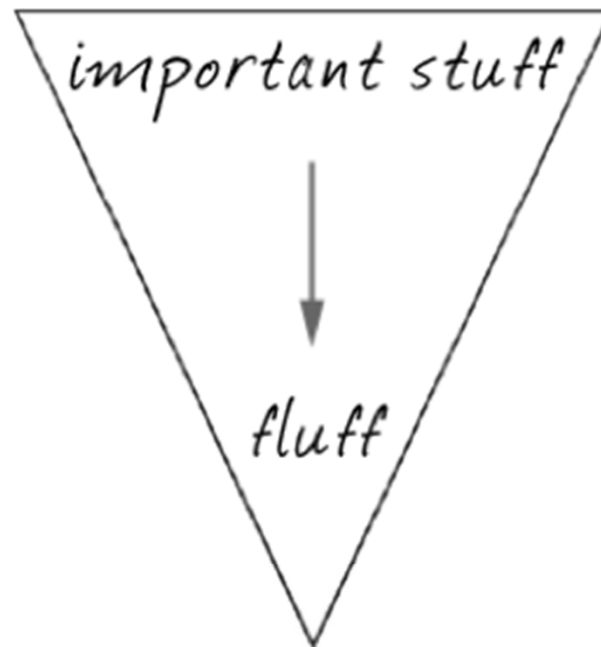
Storytelling Using Videos

Yee Won Chong, yeewonchong.org

Storytelling Methods



The way stories are told to us



The Inverted Pyramid

The way stories are told to us



The Inverted Pyramid



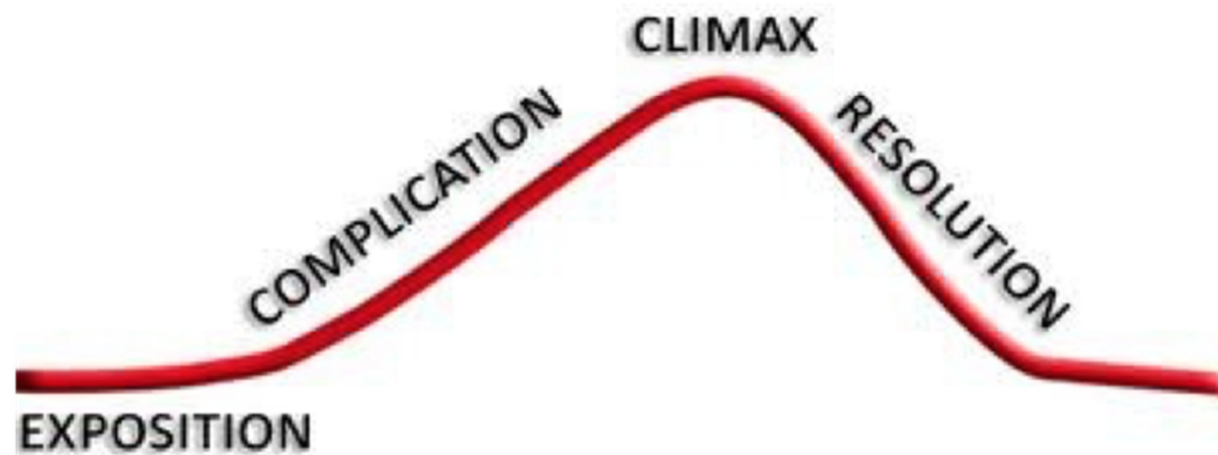
The screenshot shows the top of a New York Times article page. The main headline is "U.S. Religious Leaders Embrace Cause of Immigrant Children" by Michael Paulson, dated July 23, 2014. A large text box on the right side of the page contains a summary of the article's content, with two curved arrows pointing from the text box to the article's title and the first paragraph of the article. The text box contains the following text:

After protesters shouting "Go home" turned back busloads of immigrant mothers and children in Murrieta, Calif., a furious Cardinal Timothy M. Dolan, the Roman Catholic archbishop of New York, sat down at his notepad and drafted a [blog post](#) detailing his shame at the episode, writing, "It was un-American; it was unbiblical; it was inhumane."

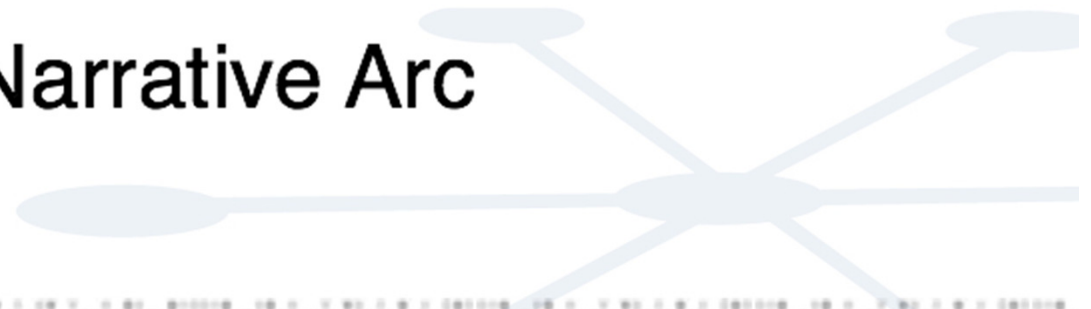
When the governor of Iowa, Terry E. Branstad, said he did not want the migrants in his state, [declaring](#), "We can't accept every child in the world who has problems," clergy members in Des Moines held a prayer vigil at a United Methodist Church to demonstrate their desire to make room for the refugees.

The United States' response to the arrival of tens of thousands of migrant children, many of them fleeing violence and exploitation in Central America, has been symbolized by an angry pushback from citizens and local officials who have channeled their outrage over illegal immigration into [opposition to proposed shelter sites](#). But around the nation, an array of religious leaders are trying to mobilize support for the children, saying the nation can and should welcome them.

The way stories are told to us

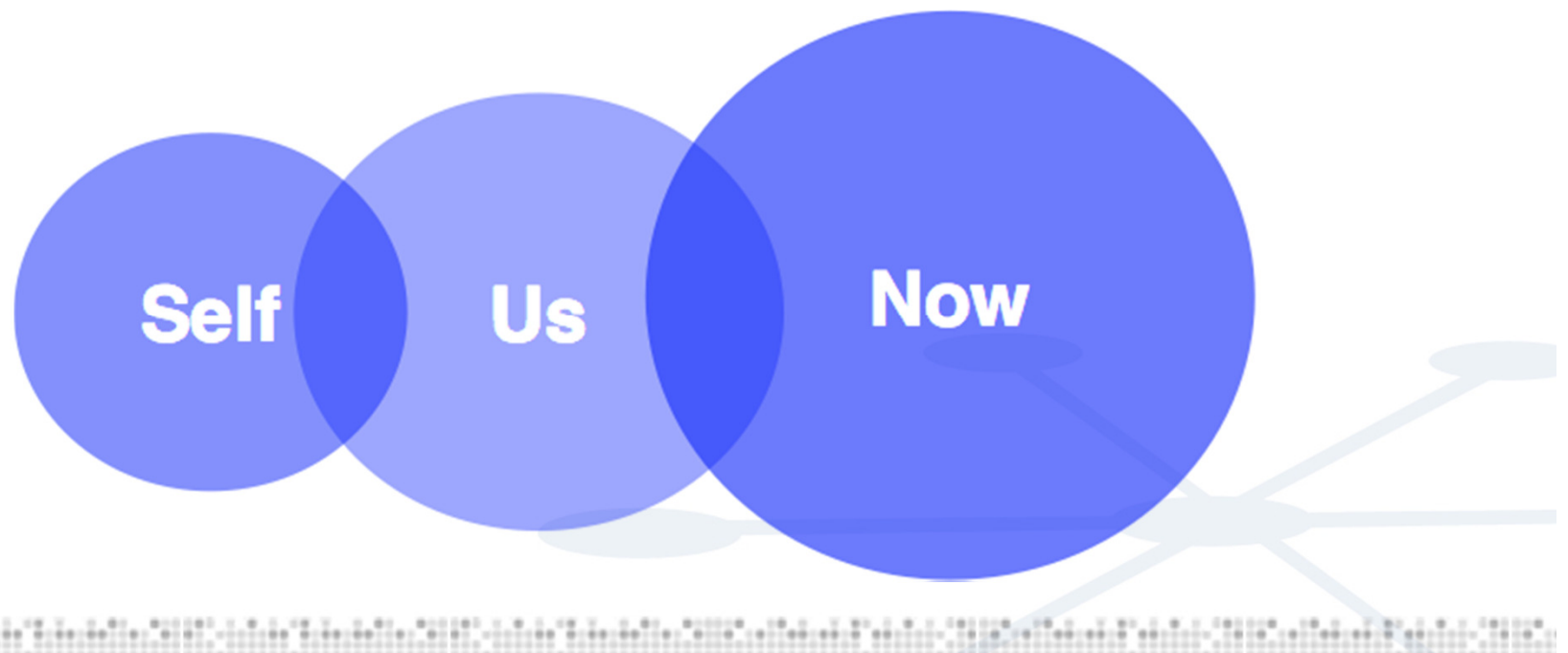


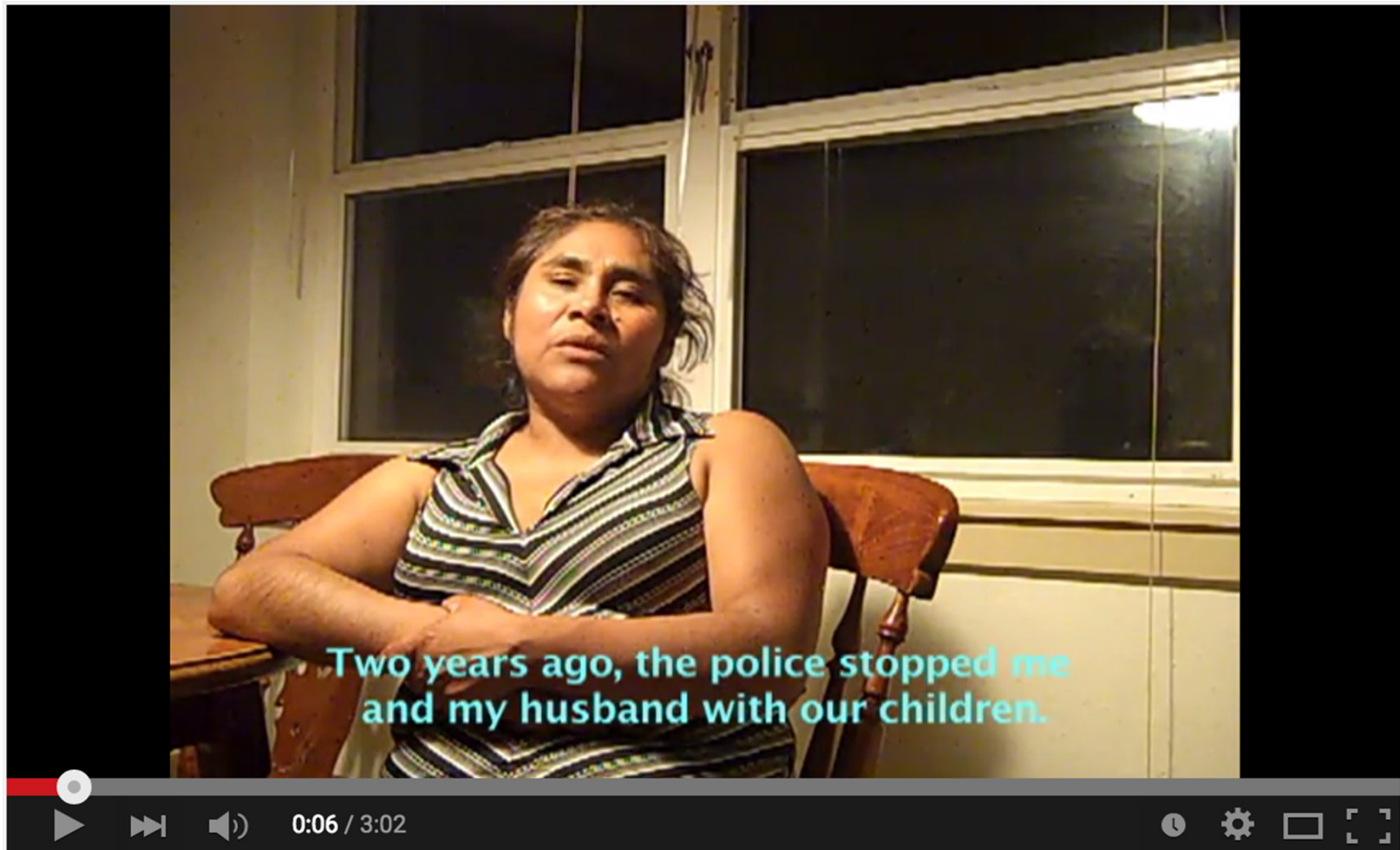
The Narrative Arc



The Public Narrative

Linking Self, Us, Now

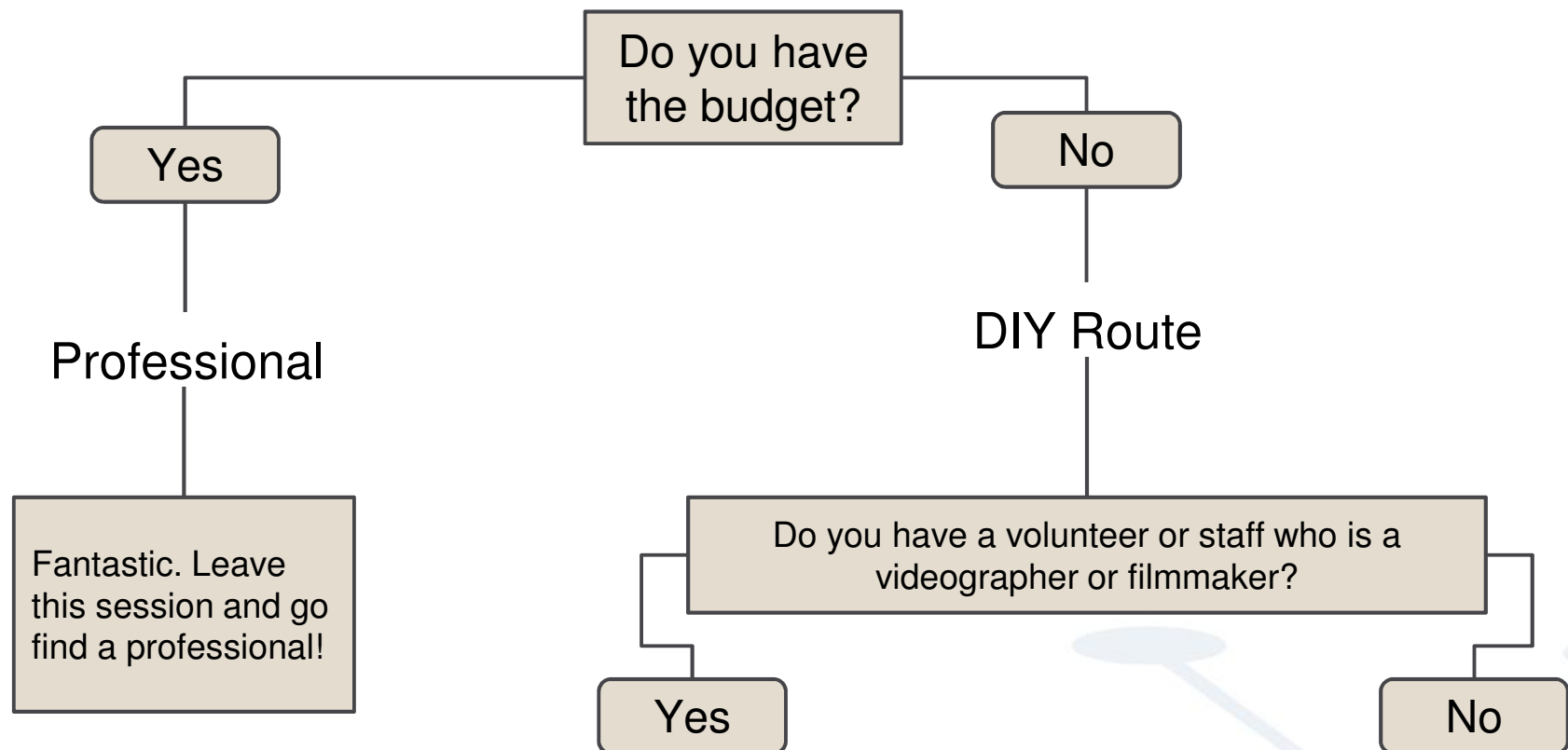




When do you use videos?



Before you dive into making videos...



Professional-Semi-Pro



DIY 

The text 'DIY' is in a large, bold, black font. To its right is a large, red, stylized symbol that resembles a crossed-out equals sign or a not-equal sign, consisting of two horizontal bars and a diagonal slash.

CHEAP

Where it's time or \$\$

BAD/ low quality



Types of DIY Videos



Single Shot Video

Diné C.A.R.E



Slides & Screen Capture

Western States Center's
VOTE award





PROGRESSIVE TECHNOLOGY PROJECT

Photos & Audio only Video

Western States Center's
Let's Seize the Moment



Where to post your videos?



or





PROGRESSIVE TECHNOLOGY PROJECT

Resources

WISTIA



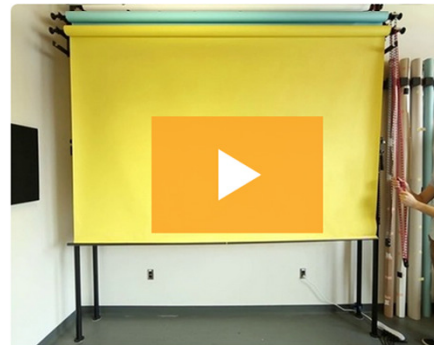
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Powerful Visual Communication, Made Easy



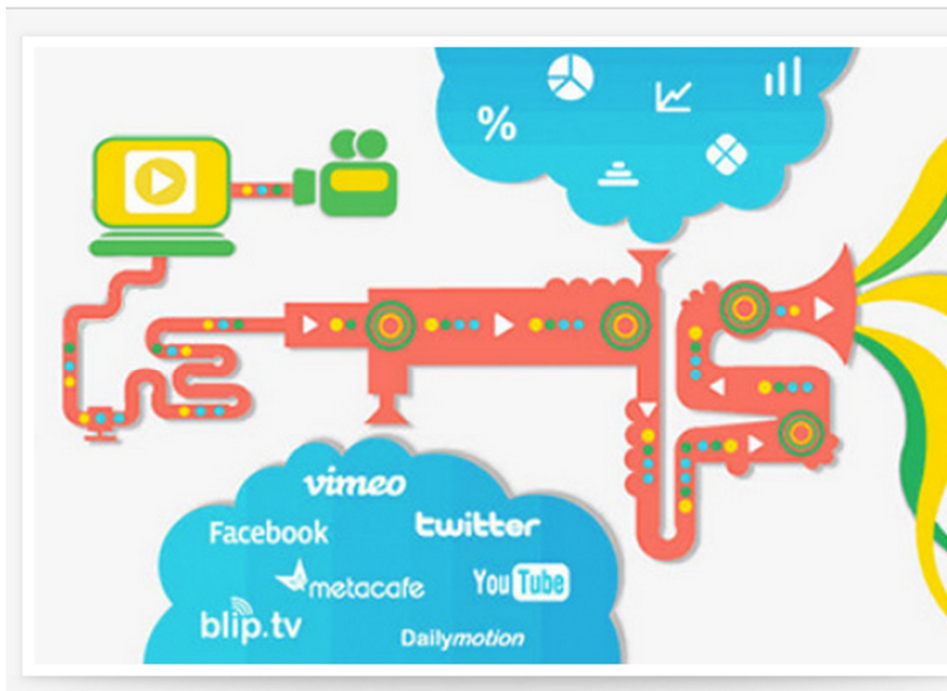
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Resources



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