

TELLING THE VISUAL STORY

WHY WE TELL STORIES

Create lasting, moving memories for your yearbook

What if you could go back in time to hear your favorite teacher's voice again?

What if you could experience that last football game just one more time?

What if you could hear your coach's words, reminding you to never, ever give up?

What if you could hear your parents or grandparents talk to you again?

Partnering with Bal4.tv to create personal videos that are accessible to you, your best friends and relatives years after you've graduated will add new depth, dimension and pizzazz to your yearbook. So pick up your camera and let's get started.

Scan to watch video

SCOTT RENSBERGER: WHY WE TELL STORIES



bal4.tv/stjusp4e

Storyteller

Video journalists tell stories with their cameras, giving us insight into life as they see it. Scott Rensberger is an internationally-recognized, award-winning journalist who has traveled the world to find special stories, those "pearls" of life that captivate all of us. In this video, he gives us his perspective on why we tell stories.

on visual storytelling

"I live by the saying, 'A good story is **everything**.' If you don't have a great story, then everything you do to help a bad story is equivalent to rearranging deck chairs on the Titanic."

Scott Rensberger,
Freelance Visual Storyteller
Award-winning international journalist,
photographer and editor

on assignment

Visit your local television stations' websites to find compelling stories. Examine one story in depth. Write the answers to the following questions:

1. What made the story interesting and worth watching?
2. Identify the strongest central character in the story and explain his/her quest for a goal.
3. Describe the beginning, middle and end of the story. Include descriptions of specific, memorable visual moments in the video.
4. What techniques did the videographer use in this story that you might want to use in a story you produce?
5. Cite the URL, station, and reporter/videographer who produced the story.

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