

DOCUMENTARY 101

With Emmy © Award winning producer/director Chris Schueler

IDEAS TO BRING TO SEMINAR

Please be on time and ready to go (assume this is just like the set – arrive 15 min early)
Friday, January 12 and Saturday January 13 9:30-noon and 1:30 to 3pm

Think about these items (perhaps write them down) before you come:

What is your BIG idea for a Documentary?

What is the idea in one sentence (log line)?

Who is the TARGET AUDIENCE for your documentary?

Is there a CALL TO ACTION for your project (what do you want the audience to do after seeing this or what do you want them to consider)?

Where is the best place for the target audience to SEE this program (distribution)?

Are there additional ways to use the program (short segments on line, social media memes or videos)? Are these fundable individually?

Who might be interested in helping to make this happen (funding or partnering)?
Think about who would have interest in reaching your TARGET AUDIENCE or who would have interest in getting this information distributed.