AMP Fall 2016 – Final Presentation Guidelines

During our last class on December 6th, each of you will make a presentation to your classmates and selected industry professionals.

Below are a few guidelines to help you prepare. This presentation is **25% percent** of your final grade.

1) Select one of your stories from the semester. This is your opportunity for re-filming and re-edits to ensure that it is technically and editorially the best it can be before we post online. This is when you can put the suggestions from the class viewings and your skills learned over the semester into action. Incorporate viewing your story into your presentation.

2) Identify a current media distribution platform (TV networks, blogs, mobile apps, digital channels, etc.) that you are pitching your story (short feature story) to for your presentation. The platform you select must appeal to a college age audience (you and your peers). Address the class and guests as if they are representatives from this platform.

Research your chosen platform and identify how it appeals to this specific demographic (utilize data, articles, multimedia content, etc.). Describe the brand, mission, audience and any data that confirms why your story is a good fit for the selected platform. You can expand your pitch for a series, documentary, digital magazine, etc.

3) Think creatively about presenting in a way that will:
        1) Identify a need/opportunity based on your research of your chosen platform.
        2) Demonstrate how your story will meet that need.
        3) Make the audience care about your story. How does your story inspire, motivate and educate your audience?

4) Time limit: No more than 10 minutes total (includes your revised 2:30-3:30 story and 2:00 for Q&A)

5) Dress professionally for the presentation.

6) Format: Prezi, PowerPoint and Keynote are all options. The format is up to you. Be creative and innovative. Think about how the presentation format best facilitates "selling" your idea. Make us want to sign a contract with you!