

## Final Presentation Guidelines

- 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 and share with the entrepreneurs featured. 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, online 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, current content, etc.). Describe the brand, mission, audience and any data that confirms why it's a good fit. You can expand your pitch for a series, documentary, etc. inspired by your story.
- 3) Think creatively about presenting in a way that will:
  - a) Identify a need/opportunity based on your research of your chosen platform.
  - b) Demonstrate how your story will meet that need.
  - c) Make the audience care about your story. How does your story inspire, motivate and/or educate your audience?
- 4) Time limit: No more than 8 minutes total (includes your revised three minute story)
- 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!