



## ACTIVIST MEDIA CREATION

Original Songs ~ Short Videos ~ Digital Art

Produce & Share  
New media for positive change

A step-by-step guide

1. **BRAINSTORM** and decide on ISSUE / individual or organization your team will support.
2. **DECIDE** on specific style & genre for your call to action MEDIA: original song / music video; PSA; Interview style Doc; Experimental short. Digital art, Blog, Poster, what ever your imagination wants to do. Research existing work for inspiration.
3. **WRITE** an outline for your call to action media. Determine what technology you have available to produce and complete a short piece of media to bring attention to your chosen cause.
4. **RESEARCH** and gather media assets. Download and organize already existing photos, video, royalty free music etc. Keep media assets organized in folders.
5. **PLAN** your strategy with a schedule & storyboards. LIST what needs to be shot and recorded; interviews, voice over, b-roll, original music. Schedule production days efficiently to achieve your goals.
6. **ORGANIZE** all footage through digital editing. Narrow down the best of what you have; video, sound bites, photographs, music and voice over.
7. **FINE TUNE THE STORY.** Find the story that is in the media assets you have. Find the emotion. Editing takes time. Give yourself plenty of time to tighten the story. Make it simple.
8. **SHARE** work in progress with mentors and advisors. Get feedback! Go back to fine-tuning and incorporate the useful notes.
9. **OUTPUT** final product. Submit to MY HERO: <http://myhero.com/start>