

1. What is the name of the organization that would use your video to tell a story?

I am using the FSW Honors Program.

2. Who would be the intended audience for this video and why?

The target audience will be FSW students ages from 18-25. Male and female. Students who are in a good academic standing, at least 3.5 GPA. All students within this range; however, focusing on dual-enrollment students and freshman/ sophomore students, since they have a lot of time finishing their Honors requirements. Mainly, Lee Campus and Charlotte Campus, since both have a honors lounge.

These students are eligible for the program and are able to join. Since this video is a “apply today” video it benefits this audience.

3. In what mediums would you use this video? In other words, how/where would the audience see it? Which communication channels would you use to distribute it?

I would use it on the FSW Honors social media platforms – Facebook and Instagram. Also, I would distribute it to the FSW orientations. As well as, I would send it out via E-Mail to all eligible students (email list is updated but school every 3 month).

4. What is one thing about your video that you think would help engage, inspire or build a relationship with the audience?

I designed this video to connect to the students. No matter who I used to talk to they had biases about the program or even thought they aren’t good enough. This is not what this program is about, its about community and connecting more to ones studies. That is why I asked how the two Honors students perceived the program before entering, to be relatable and then showing how it is actually to show how it is beneficial in many ways. I did it in this order to create a switch of thoughts in the eligible students mind.

5. What is one thing you learned about video storytelling and/or video production from completing this assignment?

I learned that I had so much more video material to make a 10 minute video. I did had some professors interviewed as well but I decided not to use them in sense of this short 2 minute story to tell – so decided what to use is very difficult but I think letting the interviewees talk gets you more good quality material than just asking for what you need.

Video:

https://youtu.be/In_eci50TSs

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