Tell your community story better in 140 characters

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• Production Services – Social Media Marketing
• Event production – Whistle Stop F.I.L.M. Festival
• Developing Lincoln Court, Cheyenne Wyoming – creative mixed use community
Story is about life

“Our appetite for story is a reflection of the profound human need to grasp the pattern of living, not merely as an intellectual exercise, but within a very personal, emotional experience.”

Robert McKee, Story
Who’s on set?

- Give your name
- You’re grandmothers’ birth names
- What stage is your project
The shot list for today

• Go over some basic storytelling plot points
• Write a log line for your project
• Give some ways to get your story out there
Inciting Incident / Goal

• How you get into the story
  – Inciting incident is what thrusts the hero into the story. It connects the beginning to the end of the story.
Setting

• Create your community world
  – What Where When
    • items and locations that move the story forward
Climax

• The story goes no further
  – How the story ends
Story Logline/Premise

Storytelling is finite: 30 seconds or one sentence boiling down millions of dollars, five years, 32 houses into 30 seconds or one sentence

1. A logline must have the following
   – the protagonists
   – their goal
   – their challenge

2. Don’t use name of the protagonists
   It has no intrinsic information and so is a useless word. Instead, tell us something about the project.
   - A few burning souls

3. Use an adjective to give a little depth to the project
   It’s helpful if the characteristic you describe will have something to do with the project.
   – A few burning souls preserve a scenic historic site

4. Clearly and quickly present the main goal
   This is what drives your story and it will drive your logline too.
   – A few burning souls preserve a historic site by building a new neighborhood

5. Describe the Challenge as a premise - “what if…”
   The challenge the burning souls face in getting the project to happen
   – What if a few burning souls save a historic site by attracting 110 creative types to live in a creative cohousing community?

6. Don’t tell the story, sell the story
   Create a desire to see a complete prospectus as well as telling them what’s in it. Loglines are like poetry, every word counts. Tinker, test, and tinker some more.
Inside Out

• Expand your premise with an outline
  – Beginning (Incident incident)
  – Middle (setting the scene)
  – End (project climax)
  – Key words
Distribution

• How to get your story heard and seen?
  – Jenny Godwin, the CoHoUSA social media maven
Contact Us

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