

Scene and Topic for Storyline Reference	Text over	Narrative - Speaker or Voiceover	Visual – Speaker Video, Supporting Video (B roll Footage or Stock) or Graphic	Sound Design – Music, Background Audio or Sound Effect	Notes
<i>Key message or topic of the scene</i>	<i>Text over on the screen</i>	<i>Written speaker or voiceover narrative</i>	<i>The visual/audio footage of a speaker, supporting video/image or graphic</i>	<i>The music, background audio or sound effects</i>	
Opening-emotional attention grabber		Voiceover - Do you remember reading your favorite book as a child and the joy that it gave you?	B roll – young children reading books	Nostalgic music SFX – pages turning	We have some footage or can get stock
	(Textover to emphasize the voiceover)	Voiceover - Unfortunately there are many children in the world who have no early grade books in their native language	B roll/image – children sitting outside without books		We can use stock footage or pull from ORGANIZATION footage
Middle – ORGANIZATION impact		Voiceover - Literacy is needed for a modern society. ORGANIZATION has a mission to provide digital and print books for these children. ORGANIZATION.org is our free reading app that can distribute children’s books to millions of readers globally.	B roll – children reading from app/close-up of app/ etc.	Upbeat music SFX – app sounds	Use ORGANIZATION footage
	Subtitle – Speaker name/position	Speaker –We are a passionate team and community who believe that access to literacy is	A roll – CEO or other speaker with interspersed B roll		ORGANIZATION will need to film the speaker

	(Textover to emphasize the speaker comments)	a foundational right. A child's path to opportunity begins with literacy and literacy begins with books			Use ORGANIZATION footage for B roll or stock
Closing – Call to action		Voiceover - Together, we will eradicate illiteracy in our world by 2030. Will your partner with us and be part of that mission?	Graphic – spinning globe animation with ORGANIZATION logo in the middle	Dramatic music	We have the graphic and have used it effectively before for a closing
	Textover - ORGANIZATION contact information		Graphic – ORGANIZATION branding		