

True Story Video Guidelines

for Ripple Effects for STAFF

About True Stories

Ripple Effects makes digital tools to address the non-academic factors that affect student success. The Staff program provides “just in time” professional development for teachers, counselors and other school personnel. The program trains staff on classroom leadership, management of diversity and diverse learners, and implementation best practices for evidence-based programs.

One way people learn about the topics we cover is through True Stories: 45 to 60 second video true stories that inspire and provide real life role models for educators facing similar situations. As a strengths-based program, these stories will be about a time you had a challenge as an educator, and successfully overcame it, or learned from your experience.

You can see some of our current True Stories at:

www.rippleeffects.com/TrueStories

Payment

We pay for True Stories.

Storytellers receive \$100 for their story, upon acceptance of the completed film. If we don't accept the film, we won't use your story.

Producers receive \$150 for completed, edited film, upon delivery and acceptance.

You can be both a storyteller and producer.

If there is a conflict of interest, or would prefer the payment be made as a donation to a school group or club, please contact the Creative Director who can facilitate that.

Criteria for acceptance

To be accepted, your story must be:

- True
- Focused on one of the topics supplied by Ripple Effects, and teach one of that topic's related skills (see Topic/Skill list, attached)
- Emotional
- Short—60 seconds or less
- Told in your own voice
- Accompanied by all legally required release forms

How to participate

As mentioned, you can participate either as the **person with the story to tell**, or as **a producer** (shooting, editing, etc.) the movie. **YOU CAN BE BOTH STORYTELLER AND PRODUCER**, as long as you follow the guidelines provided. Storytellers will only be paid when their story has been produced and accepted.

Storyteller

Do you have a story to tell about a challenge you've had as an educator? Think of a time you were worn down, or feeling broken. A time you regretted something, or completely misread a student. How did you overcome it? What skills did you use? What did you feel? What did you learn?

Look at the topic list and related skills and see if your story fits into one of them. If you have a very important story you want to share that's not on the list, or if the skill you used doesn't match exactly, you may consider sending your story anyway.

The producer who will work with you on your story will also likely need what we call "B roll" footage of you, shots where you are just walking or sitting, or somehow connected to what happened. Photos from that time in your life, or other related images, will also help tell your story. Be creative!

Teasing out your story:

Here are some guidelines to writing up your story:

- a.) Begin your story with **the set up**: What happened? What was the situation? What was at stake? (1-2 sentences)
- b.) Then, put in **the action**: What specifically happened? Build up to a climax where things were at their worst. (1-2 sentences)
- c.) Then, talk about **the Turning point**: When did you know things had to change? What skills did you use to solve it? **See Topic List for the skills that match your topic.** (1-2 sentences)
- d.) **The lesson**: What did they learn from it? Look at the skills for your topic (see topic list) and see if you can match some of what you learned to any of those skills. (1- 2 sentences)

Submitting:

To submit a story, contact the Creative Director: truestories@rippleeffects.com
Send a short write up of your story along with:

- 1.) The topic name and related skill
- 2.) Your name, gender and race. Ripple Effects is committed to reflecting diverse images and stories. By sharing how you identify in terms of gender and race, Ripple Effects can maintain that commitment
- 3.) You will need to sign a release

Producer

Do you like making movies? Have an educator friend with a powerful story to tell? You could be a True Story producer. If you want to produce, and you don't have a subject, we may be able to set you up with one. You may produce your own story if it meets Ripple Effects requirements.

Steps

1. Find a subject that matches a current topic and skill. Finding a person with a powerful story is the hardest – and most important--step. The story must be true and emotionally compelling. It's also got to be a story that can be told in about 45- 60 seconds. It needs to match a topic on our list, and show a related skill. (See Available Topics list)

In general, we're looking for educators who've challenged in some way, or perhaps made some mistake, and survived it. We want to know what they felt, and what they learned.

2. Figure out the story arc through interviewing them. A good story is told in everyday language, from the subject's point of view. Your job is to "mid-wife" the story--talk to your subject, ask them questions, draw out their experience, and help them shape the story into a story arc. Try to elicit their *emotional* experience. Here are some guidelines to writing up the story:

- a.) Begin with **the set up**: What happened? What was the situation? What was at stake? (1-2 sentences)
- b.) Then, put in **the action**: What specifically happened? Build up to a climax where things were at their worst. (1-2 sentences)
- c.) Then, talk about **the turning point**: When did they know things had to change? What skills did they use to solve it? **See topic list for skills and** match their experience to one of them. (1-2 sentences)
- d.) **The lesson**: What did they learn from it? Look at the skills for your topic (see topic list) and see if you can match some of what you learned to any of those skills. (1- 2 sentences)

3. Contact Ripple Effects Creative Director (truestories@rippleeffects.com) with your proposal. It should include the story arc in format above, as well as notes on your ideas for putting it together, including any technical concerns or ideas you have for shooting ahead of time. We love creativity, but we need to be convinced it will work if you're trying something less traditional. When/if that is accepted, you may begin shooting.

4. Shoot

Films should be shot with a horizontal orientation (landscape). If you feel strongly about doing it vertically, you may talk to the Creative Director.

Some tips:

- Have your own style that expresses the story, but doesn't overwhelm it
- Be creative
- Be aware of logos, sports clothing that you don't have the rights to
- Shoot for emotional impact. Focus on the face. Engage with their emotions
- **Make sure we can hear.** Don't film on a busy street corner with lots of noise

Remember-- the most effective True Stories aren't the ones that use sophisticated shots or effects--they're the ones that tell a compelling, emotionally intense story, however simply told.

5. Produce and submit: Follow our technical and creative guidelines when producing. Submit a rough cut for review, and turn in all legal documents. We will either accept it as is, or request specific changes.

Technical/Editing Requirements

- Most phone and digital cameras will work. The main thing is that the audio works well. We accept most digital video formats, but if it's something out of the ordinary we will need to test it and make sure it works.
- Final delivery should include an "uncompressed" master (if it's a DV format) or a master with "original" or "native" compression (like a movie shot with an iPhone that "natively" has H264 compression. We would prefer a file format in the QuickTime space (.mov) or .mp4. Don't compress it. We'll do that.
- Audio should be 32 bit at 48 KHz, but 24 bit and 44KHz is plenty good; 22KHz is OK, better 24 bit than 16 bit. Stereo if they shot stereo, mono if they shot mono.
- Deliver at 29.9 frames per second.
- Frame ratios of either 4:3 or 16:9 are desired (most HD video cameras/phones will be 16:9). If there's some compelling reason for a different one, we can possibly accommodate.

Legal Requirements and Rights

You must have the rights to tell the story and turn in all forms. You will need to have the storyteller sign a Talent Release form.

If your True Story is accepted, **Ripple Effects will own the rights to your story.** You will retain the right to show your story for exhibition purposes only, but not for commercial purposes. Ripple Effects shall be vested with all rights, title and interest in the True Story.

You must **make sure you have secured all other rights**, starting with the storyteller, including location rights, music rights, and rights to reproduce any copyrighted texts or trademarked objects. This means any photos, images, sounds in your. Be aware of logos or images on clothing, including sports wear, company or corporate logo. You need to be able to assign all rights to your project “free and clear” to Ripple Effects.

Available Topics

True Story topics currently available:

STAFF Program:

Aggression – Skills: understanding what’s behind the aggression, trying alternatives

Bias, yours – Skills: identifying your own bias, challenging it, connecting with students

PBIS – PBIS practice that worked for you

Privilege, yours – Skills: identifying yours, understanding privilege in general, actively working against it, challenging it in others, advocating for students

Ripple Effects – Skills: successful ways of using the program

Teachable moments – Skills: understanding them, don’t give advice, direct to resources

Trauma informed teaching – Skills: make sure they know they’re safe, stay calm, keep them calm, calm, predictable classroom, acknowledge your own trauma

Trauma - your own – Skills: get help, stay calm, be aware of it

Understanding students -- Skills: understanding learning orientation, understanding learning style, figuring out their strengths, understanding basic disorders

Do you have a great story to tell that isn’t on this list? Contact the Creative Director truestories@rippleeffects.com to see if there is a way we can use it.



CONSENT AND RELEASE

I understand that Ripple Effects, Inc. will use photographs, video, quotations and audio recordings from and of me for the purposes of developing, promoting, and selling commercial software products. I consent to such activity by Ripple Effects, including the uses of my likeness in a commercial manner. I further agree that I shall be entitled to no compensation from Ripple Effects in connection with the foregoing, other than consideration paid for my performance.

I understand that Ripple Effects works with other companies in the course of its business, and this consent and release shall apply to the uses of my likeness by other companies with which Ripple Effects works, so long as it is in the context of their relationship with Ripple Effects.

Signature_____

Type or Print Name _____

Date_____

Phone _____

Email _____

Witness_____

Consent of Parent or Guardian

I certify that I am the parent or guardian of the individual named above and consent to the foregoing:

Signature_____

Type or Print Name _____

Date_____



Assignment of Rights

I irrevocably assign and transfer to the Ripple Effects (COMPANY) and its agents, licensees and assignees all rights in the videos, including, without limitation, all copyrights; I grant to Ripple Effects and its agents, licensees and assigns the right to reproduce, publish, broadcast/use, adapt, delete, edit and/or modify the videos in any manner or format, for any program, publicity, advertising and promotional purposes, and in any and all media worldwide in perpetuity, in all languages and versions, and without additional consideration, except where prohibited by law.

I warrant and represent that the videos are wholly original and my own creation, and that I am the sole owner of all rights relating to the videos. I unconditionally assign and transfer all ideas, concepts, copyrighted materials and trademarks contained in the videos and any and all rights in the videos to Ripple Effects and its agents, licensees and assigns. Ripple Effects and its agents, licensees and assigns have the right to use, assign, modify, edit, adapt, dispose, and electronically alter the videos, including but not limited to, to appear in promotional and/or commercial materials, as well as to reproduce them, in whole or in part, without compensation or additional consent from me or any third party.

Videographer Signature _____

Type or Print Name _____

Date _____

Phone _____

Email _____

Witness _____