



Storytelling & Scriptwriting
Garrett R. Hall, UF Health Director of Creative Services

That's me!

WHAT & HOW
Informational

THE WHY
Inspirational
Aspirational
Motivational



POLITICS!

Storytelling Spectrum

AUDIENCE!

Let's say hello to each other...

- Name
- Title
- How many years?
- Why this?
- Favorite story: book, TV or movie (can list a few) ... story that really gripped you.





UF Health *Inspire*



A MEMOIR BY
H.G. ROBERTS

Stuff we'll talk about...

- Storytelling
- Scriptwriting ins and outs
- Motivational interviewing
- Transcript coding/post production
- Open dialogue, Q&As

APPROACH TO STORYTELLING

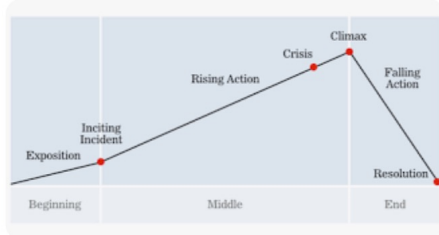


<https://garrettrhall.com/approach-to-storytelling>

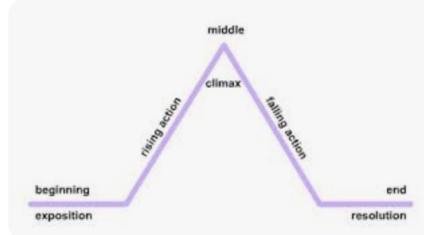
Traditional story arcs



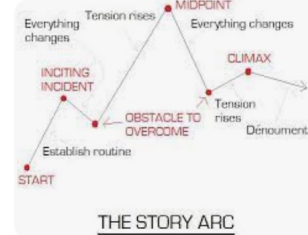
Reedsy Blog
What is a Narrative Arc? • A Guide to ...



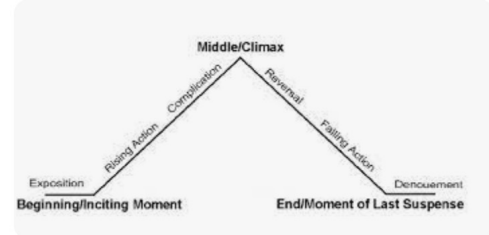
Donna Lichaw
How to Craft a Narrative Arc – Donna ...



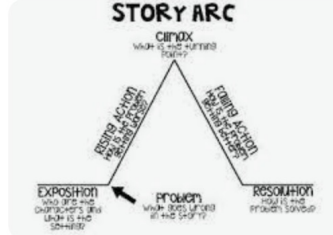
Study.com
Story Arc | Definition, Components ...



F.C. MALBY
Narrative Arc: Shaping Your Stor...



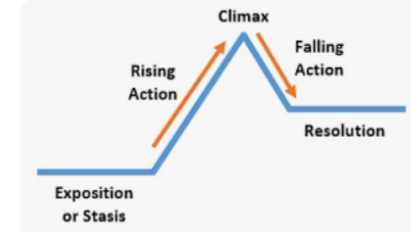
ResearchGate
Traditional Narrative Structure" today ...



Medium
Why The Traditional Story Arc Is ...



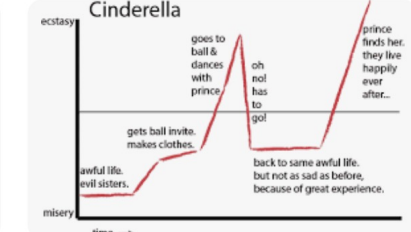
ProWritingAid
What Arc Should My Story Narrative Have?



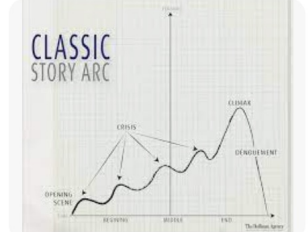
Study.com
Story Arc | Definition, Components ...



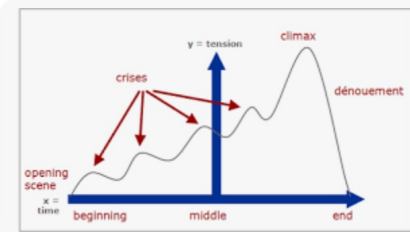
Motionshift
5 video storytelling formulas to boost ...



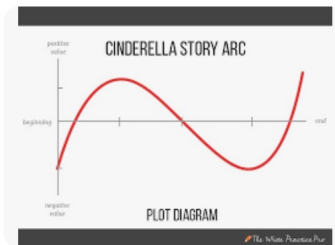
Now Novel
How to Create a Satisfying Story Arc: 5 ...



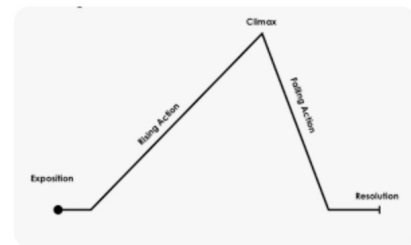
Ishmael's Corner
Classic Storytelling Arc ...



Ishmael's Corner
Storytelling Arc Can't Work in Business ...



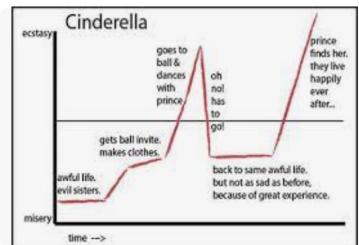
The Write Practice
The 6 Types of Story Arcs for Powerf...



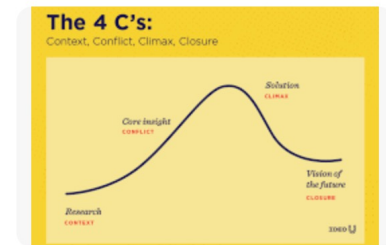
Freewrite
Expert Tricks for Building a Story Arc ...



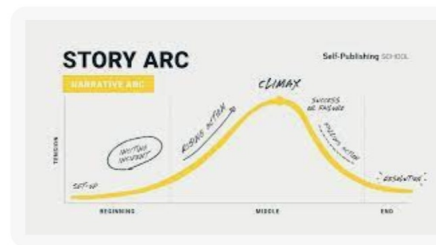
Cheryl Brumley
Classic-Narrative-Arc.jpg



Ramsey Voice Studio
Traditional Story Arc - Ramsey Voice Stu...



IDEO U
Story Arc for Maximum Impact – IDEO U



Self Publishing School
Story Arcs: 5 Elements, Examples & How ...

COLLECTED WORKS

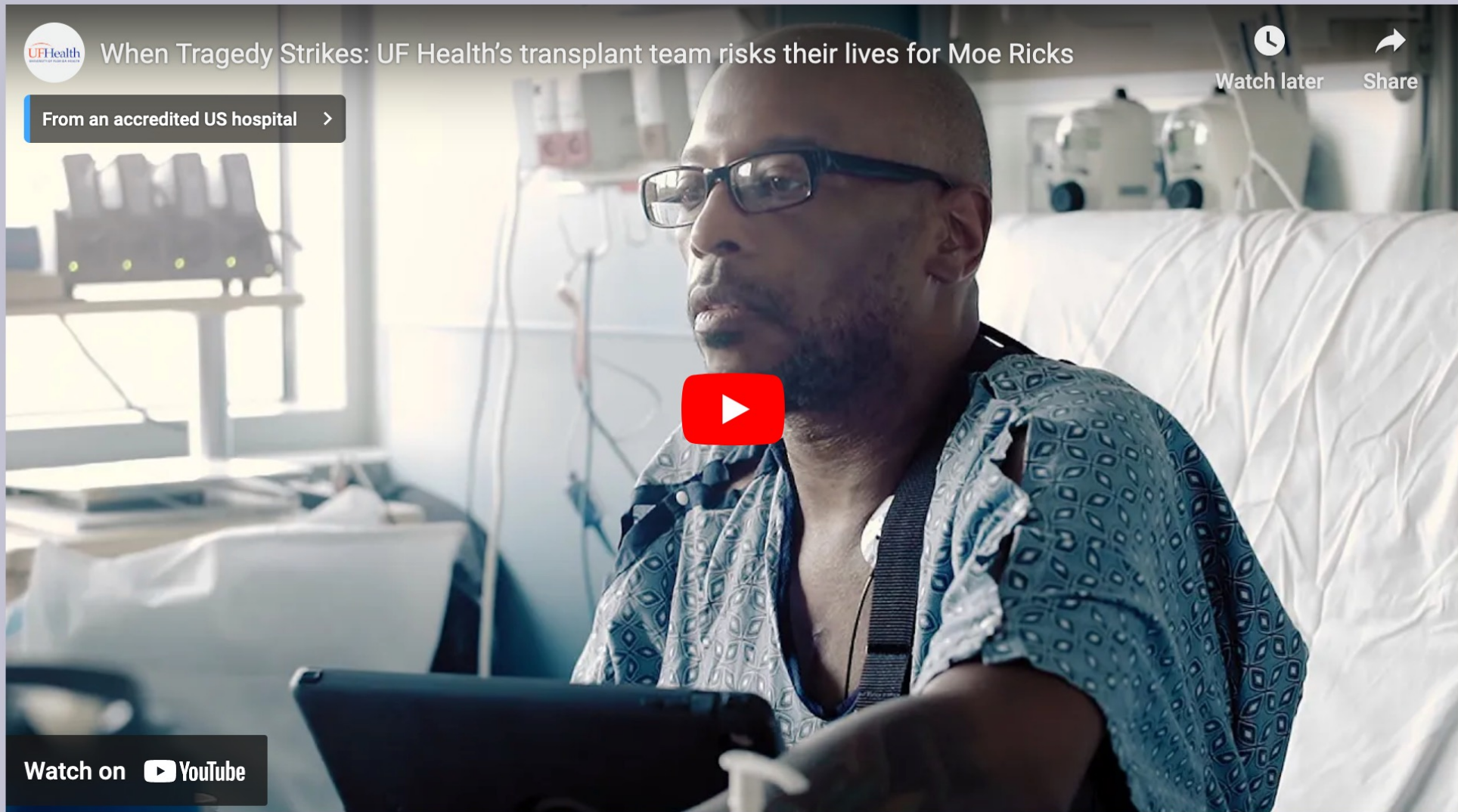
JOSEPH CAMPBELL®



THE HERO'S JOURNEY
Joseph Campbell on His Life and Work

THE WRITER'S JOURNEY
MYTHIC STRUCTURE FOR WRITERS
THIRD EDITION
CHRISTOPHER VOGLER





UF HEALTH INSPIRE: MOE RICKS

Of all the video stories I've produced, this is one that best represents how I approach producing/storytelling. It's one of the most viewed and shared videos in UF Health's history, and it won a prestigious national **2020 Gold Telly Award** and a national **2021 Association of American Medical Colleges (AAMC) Group on Institutional Advancement (GIA) Gold Award**. Simply said, this is what I do. Enjoy it, then I'll explain how we made it.



UF Health Inspire: Matt Benavidez




Watch later



Share

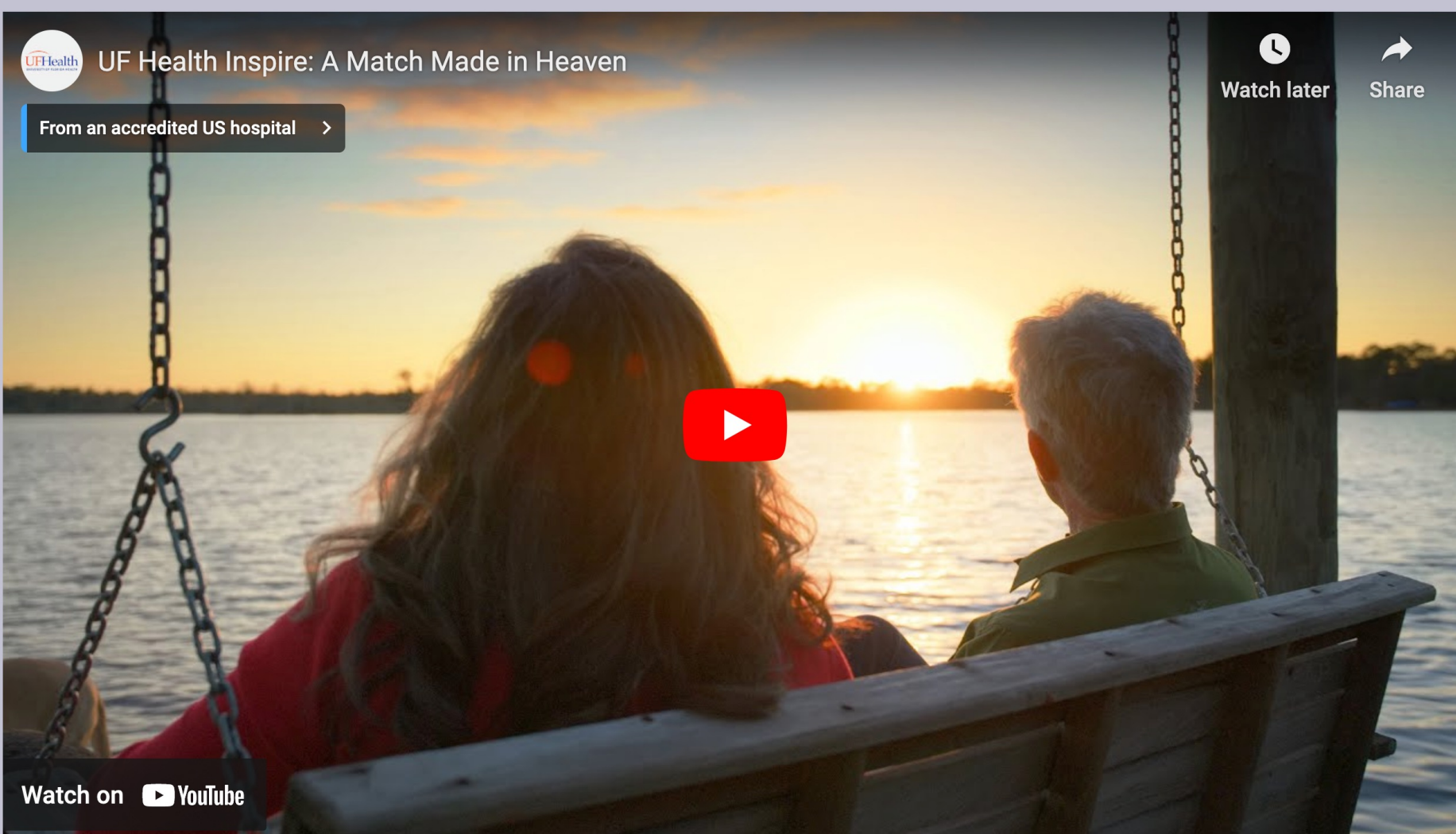
From an accredited US hospital >



Watch on  YouTube

UF HEALTH INSPIRE: MATT BENAVIDEZ

Matt Benavidez and his mother (Denise) and stepfather (Gary) let us into their lives to tell Matt's amazing and inspiring story. His horrific motorcycle accident left him dead in the street. But the paramedics on site and UF Health's trauma team not only brought him back to life, but helped him defy all odds and return to nearly full physical and cognitive function. As Dr. Rosenthal says in the the video, Matt had less than a 1% chance to survive and ever thrive again.



UF HEALTH INSPIRE: A MATCH MADE IN HEAVEN

There's no greater story to tell than that of sacrificing and giving for another. Liesl and Randy had a friendship decades long. And when Randy—who suffered from a devastating kidney disease and was on dialysis—needed a kidney transplant, Liesl stepped up. Turns out, she was a match. Her husband was at first a bit skeptical, knowing that their diabetic granddaughter could need a kidney transplant in the future. But he quickly supported Liesl and stood behind her the whole way. Now, Randy is living with one of Liesl's kidneys (they named it Lili!), and they're both doing fine.

Scriptwriting ins and outs

- State the problem/how we're working to solve or address it
- Connectivity to the human condition/experience
- Energy/Passion
- Inspirational/motivational/aspirational trumps facts/information.

EXAMPLES:

- The Herbert Wertheim UF Scripps Institute for Biomedical Innovation & Technology. Video
- UF Health Life Transformed: Our UF Health Strategic Vision. Video
- UF Health/USOPC Sponsorship. Video

Let's discuss...

- THINK OF AN UPCOMING STORY IF AS WILL NEED TO TELL. CAN BE ABOUT PLANTS, BUGS, FOOD, WHATEVER. NOW...
- What's the theme?
- What's your opening statement? How will you immediately grab the reader's attention from the beginning? What clever storytelling devices could you use?
- Once you've created your universe, keep building it throughout the script. Look for soundbites that support it.
- Think of arc and character.
- What music and b-roll support it? Do you have the right VO?

Motivational interviewing

Is where subjects are recounting past/present events and strong emotions associated with those events. This is a common type of recorded interview we conduct in our roles as UF Health communicators. We often call the stories we tell from these types of interviews “patient testimonials,” and these stories sometimes include more than just the patient. They may include loved ones, family members, friends, doctors and other healthcare providers, etc.

Motivational interviewing

UF Health *Inspire*



UF HEALTH INSPIRE

**Randy Reborn: Friend's Organ
Donation Gives the Gift of Time**

“

I felt like me again. And I didn't realize how long it had been since I had felt like myself. But it was like that fog dissipated.

— Randy Batista

[Read Randy's Story](#)

[More Patient Stories](#)

THE RESILIENCE COMMUNITY

The Resilience Community is a place to share stories about our abuse, struggles and *resilience*, or said another way, emergence. We can learn from one another and find our collective way forward into new understandings about ourselves. I record these podcasts with people who are ready to share their traumatic story.

[HEAR THEIR STORIES](#)

Motivational interviewing

PRIOR TO THE INTERVIEW

1. Be prepared
2. The pre-interview chit chat
3. Share the ground rules

DURING THE INTERVIEW

1. Start with your prepared questions
2. Bury the UF Health agenda
3. Be prepared to probe
4. Avoid yes or no questions
5. Let the emotional moments play
6. Don't be afraid to stop the interview or ask for clarification
7. You don't want every interview subject in your project to tell the same story from the same perspective

Motivational Interviewing Tips Prepared by Garrett R. Hall, UF Health Director of Creative Services

These tips cover motivational interviewing, where subjects are recounting past/present events and strong emotions associated with those events. This is a common type of recorded interview we conduct in our roles as UF Health communicators. We often call the stories we tell from these types of interviews "patient testimonials," and these stories sometimes include more than just the patient. They may include loved ones, family members, friends, doctors and other healthcare providers, etc. More information about this type of interviewing method and other methods are available online, but below are some general tips and guidelines we can apply here at UF Health.

It is important to remember that we are intersecting with subjects during an extremely difficult time in their lives where emotions are escalated, or we're intentionally asking them to revisit an extremely difficult time in their lives. Because of that, consider that the interview subject will experience and project a range of emotions that may feel intense, awkward or uncomfortable to both the subject and you. That's ok. That comes with the territory. And that's where the authenticity in storytelling lies. The important thing is to know how to respond when those moments arise and to maintain a space where the subject feels safe to be expressive and vulnerable.

Remember, you are there to draw out their story, not to shape it in a way that fits an agenda. And drawing out a story from someone who's dying to tell it or reluctant to tell it takes a thoughtful and measured approach. There's a method to this.

And now, the tips.

PRIOR TO THE INTERVIEW

- 1) **Be prepared.** Prepare your questions ahead of time and let your interview subject(s) know the general direction you are planning to take the interview *prior* to the interview. That will help them process and prepare. It's okay to let them know that you will be visiting difficult situations during the interview, but reassure them that it's in those difficult moments of retelling their story that the greatest connection and resonance with the viewer will happen, and that you'll be there to help them through those difficult moments. Generally, prepare between 5 and 7 scripted questions (examples below) to help frame the interview and keep it moving forward, but be prepared to course-correct along the way depending on how your subject responds to those questions. Remember, you likely already "know" most of the story through your own research and experience. Your job is to have your subject(s) retell it in their own words their own way. Be sure to remind them how we'll be using and promoting their story.
- 2) **The pre-interview chit chat.** No matter how much preparation you've done and how well you've prepared your subjects, the moment you sit across from them with lights buzzing in their faces, cameras and/or microphones pointed at them, and several people standing around fussing over equipment, wardrobe, etc., nerves will set in and it will be difficult for you and your subjects to remain poised and composed. That's ok. That's natural. Sometimes in those moments it's good to begin some general ice-breaking chit chat before the cameras start rolling so they can adjust to their new environment and settle in. They're going to be worried about how they look and sound, if they'll be able to remember all the facts, if the sweat beads on their forehead are visible, and if they're going to come unglued during the interview. They're going to be acutely

Let's discuss...

**EXERCISE: WHERE AND HOW CAN IFAS APPLY THIS APPROACH?
WHAT DO YOU THINK SOME POTENTIAL OUTCOMES MAY BE?**

Transcript Coding & Post Production

An example of how I code and sequence a long-form story to maximize impact, and ensure I'm creating a solid story arc and properly developing characters. UF Health Inspire: A Match Made in Heaven

Transcript Coding & Post Production

- Music/sound design
- Proper Voice-over; on-screen host
- Transitions and audio crossfades
- Text on screen; consistent lower thirds
- Supporting animations/graphics
- Unique voices/perspectives
- Intros/outros
- Techniques (e.g. slo-mo b-roll)

Open season! Time for Q&As.

