




2. Time and Place

This format is about describing a specific situation at a specific time from somewhere in the organization.

It will give a short insight into things, create understanding for what goes on, and build identification and brand.

Very much a "frozen moment" as a treat for the viewer.

Time and Place

 [Play example](#)

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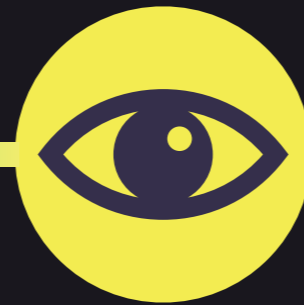


Story Basics

Use this format to get – and give – insight into different parts of your operation. It can be a snapshot with a bit of detail - but it might as well be a more structured story around something that is very typical for you and represents what you stand for in the right way.

Here, the thought model should feel like a very "naked" look into a situation to create understanding and empathy. So it may revolve around fascinating facts about the operation – or a very typical meeting. It's very much a way to humanize the organization – for both internal and external stakeholders.

You want this format to read almost like a mood board for explaining what your organization stands for. And it can serve as a great way to show diversity – in a competent organization doing the right things with the help of the right people.



Where to find it?

This is a planned format – in the same way as the "Person in Focus" is. You can pretty easily craft an extensive list of places and events you want to cover in this way. And it's not a bad idea to see if you can co-opt this with the production for the "Person in Focus" interviews and create almost companion pieces with these formats.

You want to have the same sharp focus on representation and the optics of diversity here. And it would be best if you dared to go very down-to-earth in both selection and production, display the operations as they are. This format is very much about finding the width of what you are and what you stand for.

And even if this format can look and feel somewhat "pedestrian" on paper, the sheer scope of it and what you can do with it creatively will make it into real quality content.




How to produce it!

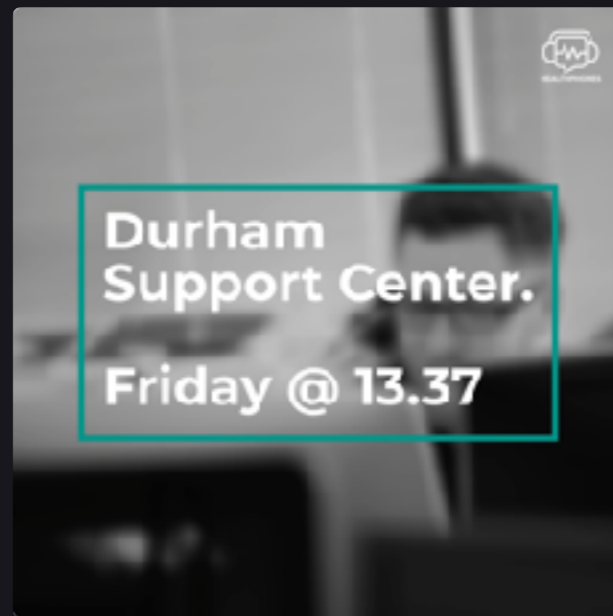
It would help if you were somewhat of a storyteller to make this as good as it should be, so you can probably not rely in full on these being stories that are sent in from the organization. You may have to follow up on the phone or at the location.

But what you would like to see – and what would be a great way to get ideas and engagement – is to ask for the images and/or videos of what's happening. If you have good enough instructions, lots of people can snap a few good frames. Give them a few examples of how they can make it look.

Time and Place

 Play example

Copy id: 6034d1e4e23b0b000406b239



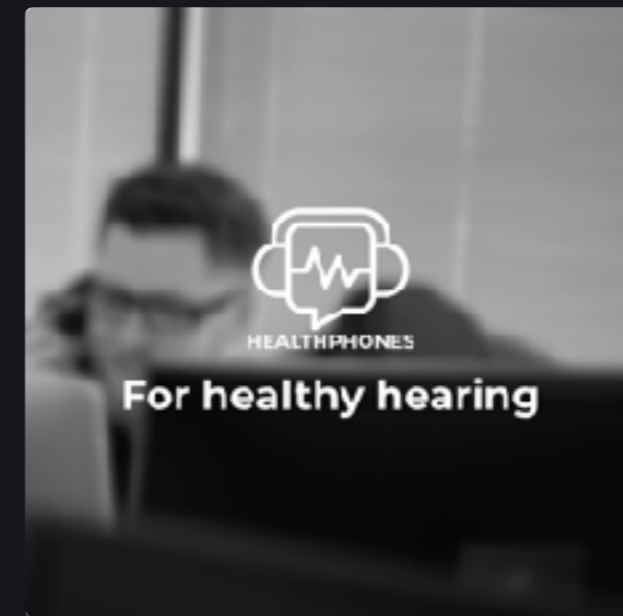
Dateline

Use the information about time and place. So you would write it very much like "This Place, the date and the time." Ensure that place, date, and time are all you have here – it's part of what makes it interesting.



The story of the situation

Write the story on the situation we see in the image/video. Ensure that you start with the where and who of the actual imagery. Then proceed with telling the story in a couple of sentences. Ensure this reflects the usefulness of the work/activity going that serves as a reminder of how good you are at this. You can "dramatize" the story quite a bit; it should be compelling.



Outro with message

Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.