**Subject:**

**Hook – Make this short and as interesting as possible. Grab their attention!**

What is this video about? Why would someone watch this video? Why should they stick around?

**Intro – Say who you are and give any additional info related to your video**

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I’m \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and you’re watching \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the place where

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Body – the Content of the video. This is what the viewer clicked on your video to see.**

When did the story happen?

Who is the story about?

Where is the story happening?

What happened?

Why is it newsworthy?

Now write 3-5 short sentences that explain the story and have all of the above information

Source:

**Closing Call to Action -** Ask the audience an opinion question about the story. What is your question: