

Video Profiles and Feature Stories

Discover the Next is looking to feature high-quality video stories that highlight the value of higher education.



Here's how you can help

Find a compelling character or story



The ideal **Discover the Next** video features a student or graduate whose higher education experience is unexpected and unique or who has accomplished something the viewer would find significant.

They should be able to describe how their campus experience fundamentally shifted their perspective or shaped their future, and they should be able to do so in an energetic, concise and articulate manner.

The ideal piece will frame the value argument through one of the campaign's four pillars:

- **Personal Achievement**
- **Scientific Innovation**
- **Economic Advancement**
- **Community Connection**

Gather your video assets



Interviews: Identify an interview location that makes sense for the subject's story. It should be a quiet place with a visually pleasing background. Having two camera angles will help with editing and increase the production value. In addition to interviewing the subject, you may also consider interviewing someone who supported their journey, such as an advisor or professor.

B-Roll: It's important to find opportunities to shoot additional video to include in your piece. Does your subject work in a lab? Are they part of a performance? Active in student government? Capturing them "in action" will help keep viewers engaged.

Additional Photos/Videos: Including additional elements from the subject themselves or other sources (with permission) will help highlight important milestones and tell their story.

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Ask the right questions



Pre-interview the subject and write questions that will encourage them to share key moments in their journey. You should ask them about their life before higher education, how things changed and what prompted that change, what it means for their life now and how they would describe the value of their experience.

They should answer questions in complete sentences so you have clean sound bites for your final product.

Write the script and edit the piece



Once you've logged your interview and picked out the strongest soundbites, craft a narrative. The script should highlight how their higher education experience led to their current success and should end on a hopeful note. Weave in B-roll, music and additional elements, as appropriate. Videos should be roughly 2-3 minutes.

Branding your video



Because *Discover the Next's* mission is to highlight institutions' accomplishments, there's no need to remove your institution's branding from the video. You can include your lower thirds and other assets, but we ask that you use *Discover the Next's* logo at the end of the video. <https://www.discoverthenext.org/toolkit/>

We encourage you to use *Discover the Next* in the video's title in a way that is relevant to the video (e.g., Discover the Next Entrepreneur, Discover the Next Changemaker, or Discover the Next Community Builder).

Don't forget to add **#DiscovertheNext** when sharing your video in social media channels.

