

Story Prep

My Premise in One Sentence	The office of Multicultural Services is here to help students of various backgrounds reach their educational goals
My Audience	Current Malone students and potential Malone students
My Purpose	To help students of color reach their educational goals. encouraging students of color to take advantage of the education opportunities at Malone, build community and grow spiritually
Words They Need to Hear	"I love Malone because..." "my professors have challenged me to..."
Things They Need to See	Students waiting in and outside buildings SFOs/Events individual students in front of the camera

Story Map

What They Hear	Spoken word, Sound Effects, Music, Singing	What They See	People, Demos, Samples, Names, Titles, Logos, Buildings, Products
music		Students waiting in and outside fountains/ other buildings	
music		outside/inside OMS office	
Spoken word		Students in front of camera	
music		Classrooms	
music		Sfc/events;	
music		Students in front of camera	
music		OMS logo / Malone University 1090	