Storyboard/Script for Documentary  
Rachel Faxon, Mandy McCann, Whitnei Williams, Brian Thompkins

Scene 1: Street Interviews

Since in vitro fertilization is a very scientific topic, we realize that not everyone in our audience will be an expert on it. Therefore, we recognize that there is a significant need to introduce the basics of in vitro at the beginning of our documentary. To keep this fun and interesting for our audience, we have decided, as a group, to do this by capturing some of their peers on video talking about their knowledge about in vitro fertilization. To do this, we are planning to go into the quad and ask random individuals that pass by if they would like to participate in our documentary. While doing this, we realize that it will be important to select a representative sample of the student population by including males and females of several different ages, races, ethnicities. As people agree to participate in our documentary, we will then introduce ourselves and have the participant fill out a release form. Then the fun will begin. To start off the interview, we plan to ask and record the following opening questions:

• Question 1: What is your name?—we will need to find out if this piece of information can be used publicly.
• Question 2: What is your major, and what year of study are you in?
• Question 3: Have you ever heard of in vitro fertilization?
• Question 4: If so, what do you know about IVF?

Once we have introduced our introductory characters and the topic of our documentary, our hope is that our audience is left thinking about what THEY know about in vitro fertilization. We anticipate that some of the street interviews will reveal that some students have absolutely no clue what in vitro fertilization is. We are hoping that this will help our audience members who are in a similar situation feel more comfortable and ready to learn more about it.

At that point, we will cut to a short clip from one of the videos that we found on www.youtube.com. This clip will give the audience a more complete understanding of the process of in vitro fertilization. The video will include a visual representation of the process as well as an audible explanation. These two elements combined will hopefully create a sense of comfort and understanding for our audience.
After showing the youtube.com video, we will cut back to our street interviews where the following questions will be addressed:

- Question 1: Have you heard of octomom, Nadya Suleman?
- Question 2: If so, what is your impression of her?
- Question 3: Is that something you would ever consider?

At this point, our audience may be a little surprised, just as our interviewees may be. Considering that we will be interviewing on a college campus, the majority of those we interview will probably be in or around their early twenties. With this in mind, many of them probably have not started trying to have children. Since this is the case, many of them are unaware of any reproductive problems that they may have. However, it is very likely that at least one of them, knowingly or not, will struggle to have children later on in life. To reinforce this point, we will then cut to some statistics about infertility prevalence. Our research so far has uncovered the fact that about ten percent of couples will have trouble getting pregnant when they try. We may then drive this point home even more by drawing attention to the number of students that the statistic would represent in a class of our size. For instance, if our class has 30 students in it, we would point out the fact that about three of us would face infertility down the road. This would bring realization to our classmates that this documentary is truly important to them since they may in fact be one of those people.

Overall, the anticipated effect of this introduction is many-fold. Initially, we hope to create a sense of understanding among our audience members. As time goes on, however, we hope to draw them further and further in to notice how our documentary may be personally applicable. Another element of this opening that has not been addressed is the music that we are hoping to play at this time. At first, it may be beneficial to play upbeat music to get our audience excited about the video. This, combined with the street interviews that are likely to be somewhat comical, will create a fun atmosphere. As we approach the seriousness of this issue, however, we may slow the music down or change it to become more somber and serious.
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Scene 2: Interview with Jodi, a lady who has successfully bore a child from in vitro fertilization

Once we have grabbed our audience’s attention through the music and statistics used, we will then cut to the next section of our documentary which will be interviews with real-life people who have either had or are considering trying in vitro fertilization to get pregnant.

Our first interviewee will be with Mandy’s friend, Jodi. Jodi and her husband struggled to get pregnant for a while before trying to get pregnant via in vitro. We are hoping to set up the scene in her kitchen where she will be preparing lunch for her young son who was born via IVF. We think it would be very effective if we brought the son into the shot as well so that our audience will see the precious life that is a result of our procedure in question. Additionally, since this is a success story, we will play some type of music that creates a calm and confident mood. As the scene rolls, we will introduce Jodi possibly by a subtitle on the screen that states her name, age, and experience (in a few words). We further hope to capture her experience with IVF by asking the following questions:

- Question 1: Did you ever think that you would have to consider in vitro fertilization?
- Question 2: How long did you try to have children before you realized there was a problem?
- Question 3: What options did you explore before turning to in vitro?
- Question 4: When did you and your husband finally decide that in vitro was the best option for you?
- Question 5: Was it as effective/successful as you thought it would be?
- Question 6: How many times did you have to try in vitro before it was successful?
- Question 7: Do you have health insurance? Was this procedure covered by your insurance?
- Question 8: There are many people today that think this procedure is questionable. Did you run into any resistance from family members or friends?
- Question 9: Did this decision bring any other stresses or burdens on your family? If so, what?
- Question 10: If you wanted to have another child, would you consider in vitro again? In other words, was it worth it?

Question one is an attempt to help our audience relate to the interviewee. As addressed earlier, many people do not even consider the fact that they may face infertility issues down the road. If Jodi answers as most young people would, it would be great to include this because it reiterates that anyone is susceptible. Most of the other questions will be used to give our audience more information about in vitro and to give them a close-up look of what stages one may go through if this situation ever presents...
itself. The final question is stated, "If you wanted to have another child, would you consider in vitro again?" The expected answer here is “yes”, and if this is the answer that we get, it will help to give our audience a positive outlook about this procedure as we close the scene.

Scene 3: Interview with Leanne, a lady who is currently contemplating in vitro fertilization

Next, we will turn our attention to another young lady who is not quite as far along in the process as Jodi is. Leanne is Mandy’s sister, and as she and her husband face infertility, they are currently weighing out their options. Some of the issues that we hope to bring to light are the financial burdens and ethical concerns of IVF as well as the overwhelming process of sorting through all of the different options.

We hope to introduce Leanne in a way that is similar to how we introduced Jodi. This includes using a subtitle at the bottom of the screen with her name, age, and a very brief synopsis of her situation. We will also set the tone for this interview with music that is somewhat unnerving. This will help us create an atmosphere that exudes anxiety and stress—just as many aspects of infertility do. The following is a list of questions that we will ask in hopes of bringing out these aspects of infertility and IVF:

- Question 1: I understand that your husband and you are trying to start a family. What options have you explored so far?
- Question 2: Have any of those been successful so far?
- Question 3: What financial obstacles have you run into?
- Question 4: Have you ever considered in vitro fertilization?
- Question 5: If so, what has held you back from choosing IVF so far?
- Question 6: If you choose to follow through with IVF, what will your financial obligations be?
- Question 7: What other options are you considering besides in vitro? Have you ruled any of these options out?

Scene 4: Other options for infertile couples

Though our group has a general idea of what we would like to accomplish in this next section, we are still unsure about how to bring it to life for our audience. We realize that this scene has the potential to be slightly boring. In turn, we are still contemplating a few different ideas at this time.
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When hormone therapy, minor surgery, and other attempts fail to help a couple conceive, there are a few options that remain. In this scene, we hope to uncover these options (adoption and surrogate mothering) and compare them to in vitro fertilization. One way that we may do this is by simply showing the pros and cons listed as bullets under each title. Another idea is to find a picture to capture the audience’s attention and then list the pros and cons one by one. However, our group is still contemplating the details of scene because we are still not satisfied with our ideas. Listed below are the pros and cons that we came up with for adoption, surrogate mothering, and in vitro fertilization.

Adoption—picture of family with child that looks obviously adopted

- **Pros:**
  - Giving child a better place/family structure to grow up in
  - If approved, you are guaranteed a child.

- **Cons:**
  - Not your biological child
  - Child may not be accepted by your other children
  - Child may be unhappy when they hear of their adoption
  - Can be costly

Surrogate mother—picture of Mandy with Leanne

- **Pros:**
  - Child can be biologically yours if in vitro is used

- **Cons:**
  - If sperm from father is used but in vitro is not used, child will not be biologically a part of the mother
  - Difficulty of finding someone to carry your child
  - Unless you know the surrogate mother well, you may end up paying up to $20,000 for the woman to carry your child
  - Emotional connection that you may not regain with child
  - Mother may be hesitant to give up child after carrying for 9 months—can get messy in terms of legal work

In Vitro Fertilization

- **Pros:**
  - Child is biologically yours
  - You get to carry the child yourself—emotional connection

- **Cons:**
  - Can be costly
  - Ethical issues:
    - What is done with leftover eggs?
    - Is the couple willing to have a multiple birth? If not, is abortion an option?
  - Success rate depends on age, and at best, you are given a 50% chance of conceiving
    - "Not surprisingly, the pregnancy rates were directly influenced by patient’s age:
      - <30 years: 50%; 30 – 34 years: 48%; 35 – 37 years: 45%; 38 – 40 years: 35%; and..."
**Scene 5: Closing scene**

To close our documentary, we will travel to a playground where some children are playing. In terms of privacy issues, it may be best if the children have parents whom we know. Even still, we may blur out the background so that the children’s faces are not obvious but the scene still is. It will be very important here to ensure that the audience can hear the children playing as this can be a very delightful sound in itself. This scene is anticipated to evoke emotion in our audience by reminding them how precious childhood is. It may also be beneficial to include a playful children’s song to close. At this time, Brian will probably come on screen and close with an emotion-stirring line about the joys of childhood.

At the very end of our documentary, we may include a statement for those who are interested in learning more about infertility or IVF. To do this, we will say something like, “If this is something that you or someone you love struggles with, you can find more information on this website:...” Though we do not have our website picked out yet, this may be an option to bring closure to our documentary.

You lay out a very clear project that addresses both content and visual elements with justification for why you made these choices. Looks like it will be successful in stirring emotion in your audience. I like that you are thinking about how to make the topic relevant for people who may not as yet have thought about these issues. I agree that you will want to find a compelling way to share the various options since the rest of the material seems to “move” well and you don’t want to drag down the pace too much. This about how much time you will be spending on each section to make sure that you can make your points in the time limit.

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