

2022

ATOMIC STORIES **EDITORIAL GUIDELINES**

FOR PRODUCERS & FILMMAKERS



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OVERVIEW

WHY WATERBEAR?

The big dream is to **build a community of millions, who produce and enjoy great stories from around our world, and drive action.**

Through our network of partners on an exciting new digital platform -- we want to give everyone the tools to support life on earth.

But, what makes these stories uniquely WaterBear?

For us, it is the marriage of a **GREAT STORY** with a **GREAT COMMUNITY**. What we mean is this: each story, or film, usually has a collection of individuals, teams or organisations toiling away on the ground behind it; from non-profits, to indigenous leaders, to innovative social enterprises. We don't mean the filmmakers - although we know they work hard!

- but the people who make storytelling possible, on-the-ground.

For us, the community behind the film is as important as the story. Our goal is to link the impactful beautiful films we make to the purpose-driven organisations behind them.

Come at us with creative ideas, and awesome partners to back it up.

ATOMIC STORY OBJECTIVES

- To create films that are **tiny in scale** but **explosive in impact**
- To move the audience and **drive positive behaviour change** through **authentic, uplifting story telling**
- Create **character-driven stories** using **empathy** to change the narrative to **solutions and impact**
- Showcase the **most creative, highest quality and distinctive output** whilst raising the **global standard of communications in the environmental and social sector**
- To communicate **NEW information** and **educate the audience in innovative creative ways**
- **To raise awareness, educate** and **engage** viewers with NGOs, their projects, and the natural world
- To **reflect, represent** and **serve** the diverse topics of the **SDGs in engaging ways**
- To bring stories of **hope, amazement, surprise** and current issues to people of all ages
- The film's content needs to make sense **outside of the platform**

OUR STORIES ARE:

- **All about solutions** - we don't shy away from problems but we always focus on solutions.
- **Personal and human** - character driven stories make for deeper emotional engagement. We like inspiring heroes and authentic voices from real people on the ground.
- **Positive** - we're all about films infused with hope and positive change.
- **Diverse** - *HOPE COMMUNITY OPTIMISM*
- **Issue-based** - our films address global issues in line with the UN Sustainable Development Goals.

YOUR STORIES SHOULD BE:

- Driven by **narrative** not statistics.
- Clear and **concise**, designed for short-form
- **Original**, telling a story which hasn't been told before, or revealing a new angle on an existing story.
- **Emotionally impactful**, resonating with both a local and global audience, evoking **empathy**.
- **Entertaining**, something people enjoying watching in their spare time and will want to share with others.
- Be **accurate**, honest, and fact-checked.

TONE OF VOICE



- **Innovative and creative** - give us something we haven't seen before
- **Uplifting and hopeful** - talk solutions, not problems
- **Authentic and genuine** - go after the truth, and don't stop till you've found it
- **Edgy, fun, with a bite** where needed
- **Nostalgic and magical** - take our audience to a place they have never been
- **Engaging and inspiring** - leave us feeling empowered and excited
- **Current and informative** - but do not overload us with stats
- **Punchy and motivating** - make us want to watch more or do more
- **Humour** - don't hesitate to be funny if your film and topic can afford it

STYLE GUIDE & TONE OF VOICE

WATCH WORDS

We are making
short documentaries,
so let's **steer clear of:**

- **Threatening language, activity, or tone**
- **Pessimistic** stories
- **Shaming** or **guilt** disguised in a call to action
- **Too many** statistics and figures

See **Example here**



A black and white photograph of two tigers, one on the left and one on the right, looking towards the center. The background is dark, and the tigers' fur patterns are clearly visible. The text "NOW WE HAVE BEGUN." is overlaid in the center in a bold, white, sans-serif font. The word "WE" is highlighted in a light blue color.

**NOW WE
HAVE
BEGUN.**

HOW DO WE REACH THE UNCONVERTED?

At WaterBear, we want to **recruit non-typical audiences** to start on their **journey to action**.

Food and Drink

(chefs and recipes)

Fashion

(clothes and companies)

Football and Sport

(sports and activities)

Funk and Soul

(music and artists)

Faith and Indlgenous

(communities and culture)

Fun and Funny

(humour and comedy)

AREAS OF IMPACT

Throughout 2022 our stories will focus on **8 main impact areas** and ideally all content should address an issue within one of these:

1. Resilient Recovery
2. Rewilding the World
3. Keep it in the Ground
4. Fixing Food
5. Going Circular
6. Human Rights
7. Animal Instincts
8. From the Frontline

And sometimes a story is just too juicy and amazing to be put in a bucket, so at WaterBear we also like to think outside the box... **SURPRISE US!**

IMPACT



WaterBear aims to have impact through it's content via three main channels - direct support for NGOs on the ground, public support for petitions and systemic change and personal support in raising awareness and educating one another about global issues.

All WaterBear films should be tailored to drive audiences towards one of these objectives, through exciting, emotive and entertaining narratives.

Beyond the impact areas we want to address, WaterBear has one key overarching goal and that is to break out of the current echo chamber of observational documentaries, and look to new formats and narratives to bring important issues into the spotlight.

Whether this means integrating climate solutions into comedy sketches, or leveraging respected voices in sporting communities to discuss human rights issues, the more we can speak to those not-yet-fully-engaged in social and environmental causes, the more momentum we can build and the more impact we can have.



“

We are *the* storytelling animal-- stories are how we think, how we share, and how we improve our lives. Stories matter because they shape our essence-- each of us is an amalgam of stories, and we keep adding new ones as we go along.



Nicolas Brown

Emmy-award winning director

“

The climate crisis is *the* defining challenge of our time. We know that to create positive change we *must touch the hearts and minds* of people everywhere with *compelling content* that **inspires** them to **take action**. WaterBear is the perfect partner for us to co-create this kind of high impact storytelling with.



Natura & Co

The World's largest B-Corp





“

Reaffirming *our belief*, like WaterBear's, in the *power of storytelling* to *drive change*, our film showcases a powerful way of illuminating the *importance of narrative* through photography. The film draws attention to environmental issues in a way that we believe will *connect people to this significant story* like never before.



Nikon Europe

Sustainable PRODUCTION



Some more things you
can do to help us achieve
the most sustainable
production possible:



One more thing, at WaterBear we believe that each of us is responsible for reducing our carbon footprint in an industry that just loves to fly around! That's why we've created this wonderful global network of producers, photographers and filmmakers to work with us locally and internationally without us having to step foot on an airplane.

- You and your crew must always go plastic free: bring your own reusable water bottles, coffee cups, cutlery, and plan ahead for snacks and catering so that it doesn't involve plastic
- Use rechargeable batteries for your equipment
- Hire crew and equipment locally whenever possible to avoid flying them around
- Eat vegetarian / vegan on our shoots
- Get creative with your green memos using the Albert Production Handbook: [GO TO FILE](#)
- At the beginning of our production together, let's chat about if we can register it for the Albert Sustainability Certification, more info [CLICK HERE](#)

The

17



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS

The story should be relatable to one or more SDGs (click each for more info)



GOAL 1:
[No Poverty](#)



GOAL 2:
[Zero Hunger](#)



GOAL 3:
[Good Health and Well-being](#)



GOAL 4:
[Quality Education](#)



GOAL 5:
[Gender Equality](#)



GOAL 6:
[Clean Water and Sanitation](#)



GOAL 7:
[Affordable and Clean Energy](#)



GOAL 8:
[Decent Work and Economic Growth](#)



GOAL 9:
[Industry, Innovation and Infrastructure](#)



GOAL 10:
[Reduced Inequality](#)



GOAL 11:
[Sustainable Cities and Communities](#)



GOAL 12:
[Responsible Consumption and Production](#)



GOAL 13:
[Climate Action](#)



GOAL 14:
[Life Below Water](#)



GOAL 15:
[Life on Land](#)



GOAL 16:
[Peace and Justice Strong Institutions](#)



GOAL 17:
[Partnerships to achieve the Goal](#)

STYLE GUIDE

STYLE GUIDE

REFERENCES

WHAT WORKS?



- Addresses the massive issues we are tackling, the reasons behind them, and what each individual can actively do to help
- Pace, music, GFX and use of text



- Engaging **script** and **voice over**
- **Informative** and **educational**
- Great use of archive and graphics

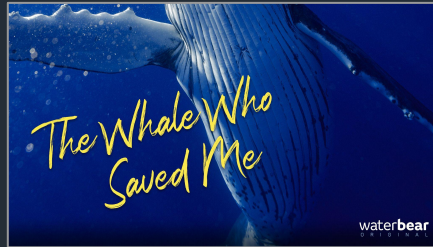


- The story, filming, emotion, traditional way of life, nature, and humanity all meeting each other

STYLE GUIDE

REFERENCES

WHAT WORKS?



- Intriguing story that keeps the viewer guessing
- Fun, light-hearted tone.
- Broadens from a small personal story out to the bigger picture of our relationship with nature



- Story is raw, honest, current
- A dire situation told with hope
- Possibility for a follow up film
- Angles of animals up close

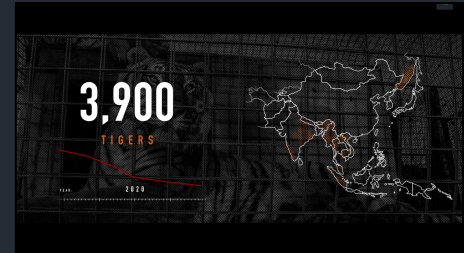


- Hard hitting stories about serious issues
- Great use of interview, archive, and animation
- Focusing on global issues in a short format

STYLE GUIDE

REFERENCES

WHAT WORKS?

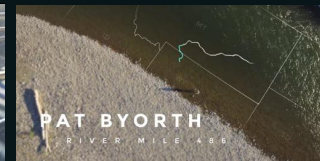
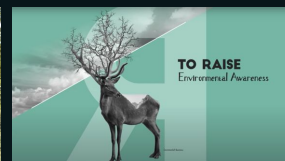
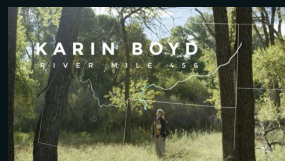
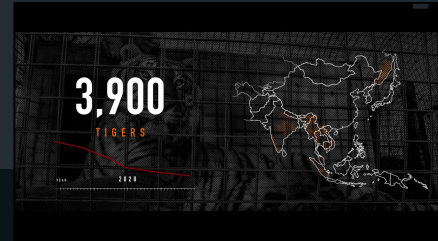


STYLE GUIDE

REFERENCES

WHAT WORKS?

- CGI
- Text on screen
- Infographics
- Creative ways of conveying abstract ideas

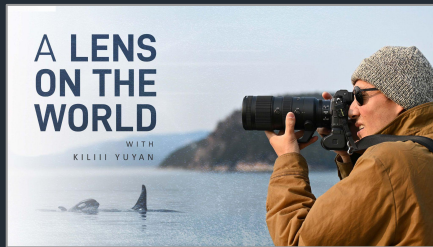


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REFERENCES

**BRANDED
CONTENT**

 waterbear X Partner



Produced in collaboration with WaterBear and Nikon, this doc follows environmental photographer Kiliii Yuyan.



The Unseen Ocean - Short doc by Volvo and Sky Atlantic focusing on one man's mission to introduce more children to the wonders of the ocean.

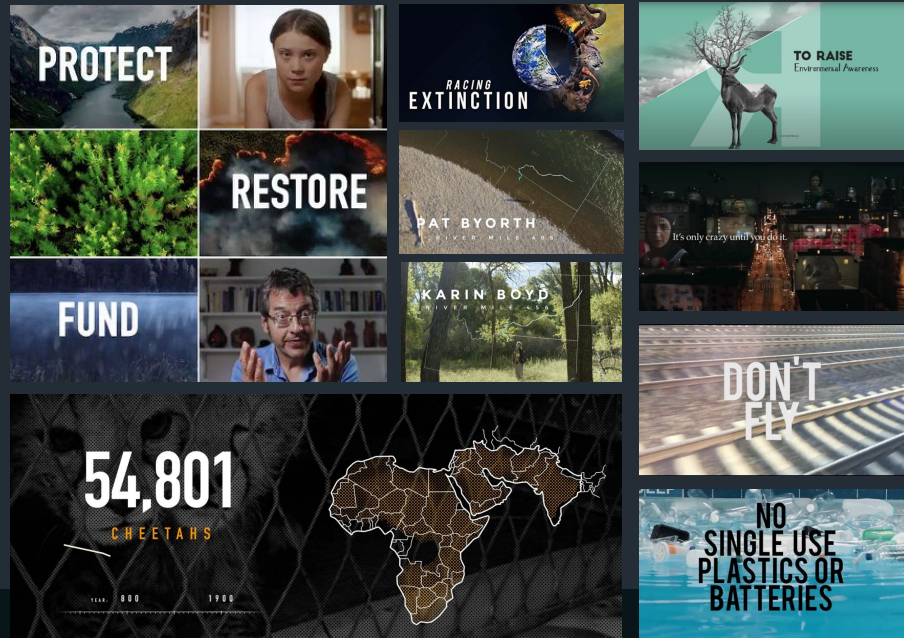


A collaboration between Channel 4 and Nike, focusing on the story a young man with a troubled past rising to the challenge of becoming a high diver.

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REFERENCES

TEXT AND GFX

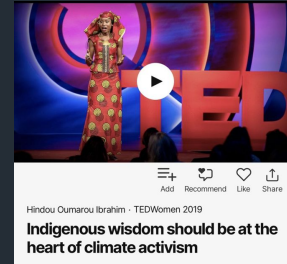


Consider **Infographics**, **GFX**, and cool ways to present info on screen to avoid plain stats

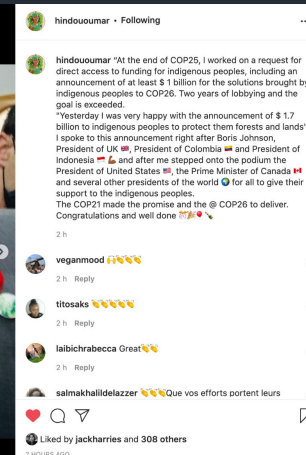
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REFERENCES

HUMAN
STORIES
TO INSPIRE



Hindou Oumarou Ibrahim is an environmental activist, co-founder of AFPAT in Chad, a member of the Mboro community, and at the frontlines fighting against climate change.



STYLE GUIDE

REFERENCES

INFLUENCERS TO INSPIRE

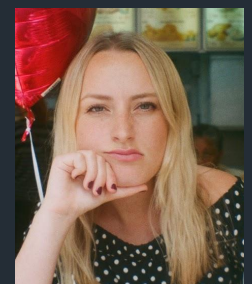
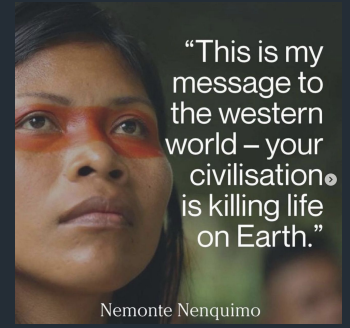
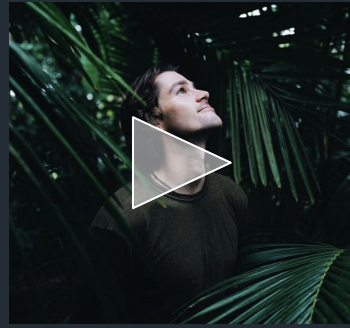
[Ncuti Gatwa](#) [2.6m Instagram Followers]

[Qobah Butler](#) [74,000 Instagram Followers]

[Amelia Dimoldenberg](#) [590,000 Instagram Followers]

[Lolly Adefope](#) [110,000 Instagram Followers]

[Jamie Windust](#) [61,100 Instagram Followers]



FRAMING

Imagery of People

It's important our films feature characters and that they are represented in a human and empathetic way.

We're fans of the subject being centered, looking into the lens, engaging the viewer during interviews, however, you must trust what is right for the story. If it feels better for character to be either on the left or right, looking off camera, be sure to have their eyes in line with the lens (not too high or too low).

We want the audience to see what the character sees. An eyeline match allows the audience to believe they're looking at something through the eyes of the character. This can be within or outside of the frame.

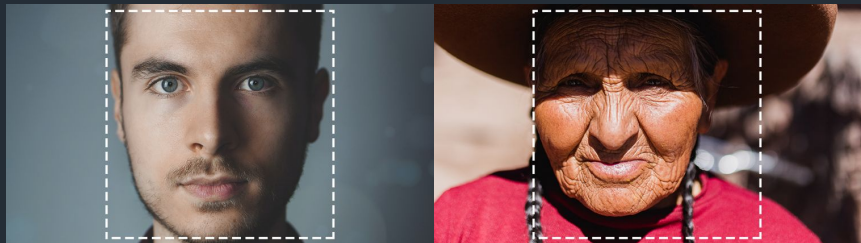
Ultimately it needs to feel personal.

In wide shots, allow for headroom to place the subject's eyes approximately $\frac{1}{3}$ of the way down the frame.

Leave enough space top, bottom, sides to crop in for **social formats**



Good for cropping



Crop is too tight

PRODUCTION WORKFLOW

1. **NDA, RFP & Creative Brief** is supplied to filmmaker (both parties sign)
2. **Budget & Production Timings** received from filmmaker
3. **Approval of Budget**
4. **Issue Contract**
5. **Pre Production Meeting**
6. **Advance Invoice for Expenses**
7. **Shoot**
8. **Post Production**
9. **Asset delivery** according to Materials Delivery Guide
10. **Final Balance Invoice**

BRIEF DOCUMENT

- A project specific **Creative Brief** will be shared with you, **which both parties must sign**
- Shot list will include
 - **Stills**
 - **Motion**
 - **BTS / Bloopers / Outtakes**
- Way to **transfer footage / format hard drive**
- **Deliverables**
 - Number of **stills & formats** for social posts
 - **Length** of film
 - **4K**
 - Social formats: **Instagram, Facebook, SnapChat, TikTok, ClubHouse, YouTube, etc**
- WaterBear release forms will be provided for location and talent releases to be **completed and signed**, and returned by the film maker with footage

DELIVERABLES

For each story we need:

- **TEXTLESS video** (with clean sequences of all texted shots, including lower thirds/locators, graphics, maps, titles including opening title sequence, embedded credit sequence and credit roll [if produced]).
- **ENDBOARDED video** (TEXTED version with added “Available Now On” endboard - download endboard [here](#))
- **Trailer and Cut Downs** ([Requirements](#))
- **Synopsis** ([Synopsis Requirements](#))
- **Stills Images** (Poster [.psd], Promotional Stills [Requirements](#) and Festival Laurels [.png])
- **Social Assets** including BTS content, bloopers and more
- **Image Information Sheet** ([Image Information Sheet template](#))
- **Time-coded Post Production Script** ([Script Template](#))
- **Music Cue Sheet** ([MCS Template](#))
- **Credit List** ([Credit list template](#))
- **TOS (Text-on-Screen) Log** ([TOS Log template](#))
- **Programme Runsheet** ([Programme Runsheet template](#))
- **Appearance Log** ([Appearance Log template](#))
- **Acquired Footage Log** ([Acquired Footage Log template](#))

SPECIFICATIONS FOR DELIVERABLES

Please access the full list of specifications here:

Materials Delivery Guidelines

This list is constantly being updated as social platforms change, so it's important you refer to our specs!

Please refer to the following links for further information on each of these platforms:



THANK
YOU

