

The Settlement Documentary

by Christina Penza

The video settlement documentary can be a powerful tool in getting maximum compensation for your clients at mediation.

This long form documentary typically runs between 20 and 40 minutes. It can include either damages or liability or both. TV News veterans are your best choice for this documentary production. If you choose the right team they will be expert storytellers who will automatically know how to present your case in a clear, concise and compelling format.

Your documentary should include in depth interviews with your client and all of those victimized by the defendant's negligence. These delicate interviews are best done by TV veterans with the skill to elicit emotion without causing more harm. You may also want to include expert interviews. These may be done by either your documentary producer or an attorney. But keep in mind, in a documentary you do not want to elicit "yes" and "no" answers. Ask questions in a way that will encourage the interviewee to add detail.

The good documentarian will also include home videos, photos, possibly animation and news reports as well as video of what your client's life is like today.

The documentary may be done with narration or in the victims' own words. It will show what your victim's life was like, recount the tragic incident and give your viewers (the defense) an unassailable view of your victim's suffering today.

The successful settlement documentary will bring your case to life and show the strength of that case in a way that the written word can never do.

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