

CREATING YOUR VIDEO GUIDELINES

For your video creation (once your application and detailed outline have been approved)

Here are tips for capturing the best quality recording and instructions on how to get it to us:

1. Decide whether to use your laptop camera, iPhone, camcorder or other video recording device. It must be able to create an .mp4 file.
2. Find a quiet, comfortable space where you can speak directly to the camera without interruption. A room with carpeting helps dampen any echoes.
3. Make sure there is sufficient light that does not shine directly from above your head (that will create “raccoon eyes”) or shine directly into the camera lens or laptop camera. Do not sit in front of a window, as that will create a silhouette.
4. What to wear? Bright solid colors work best – but all white can be too bright and make your face looked washed out. Leave off your jangly jewelry while you tape.
5. If you have them, plug your iPhone earbuds with microphone into to the laptop or camcorder. If you have a better mic system, go for it! Do a test record to make sure the device actually captures your voice.
6. Frame yourself so the viewer sees your head and shoulders. If you are using an iPhone, hold the phone horizontal (very important).
7. If you like, have your notes nearby, but try not to rustle them during the taping. It’s best to just tell your story as if you are in conversation with a good friend.
8. Keep a glass of water handy in case your throat gets tickly. It’s okay to do more than one “take”!
9. After you hit “record,” wait a few seconds so your first words aren’t cut off. Same with when you are finished speaking – wait a second or two before hitting the “stop” button.
10. A polished video includes lively images and music that support your main points. Feel free to include photographs, graphics and other video footage as well as music that enhances and underscores your main idea. Any additional images or film need to be original content and not subject to copyright. Music should be original, selected from the public domain, or purchased from on-line music libraries, and not subject to copyright.
11. Most important - Have fun and know that you are inspiring others to save even more lives
12. Smile!

When you are satisfied with your video, please save it as an .mp4 file and label it with your lifesaving idea and your full name. The file will most likely be too large to attach to your email, so please upload it to a file sharing system (like Box, Dropbox or Google Drive) and then email the link within 30 days of your acceptance to maddietalk@maddiesfund.org. Please include your phone number and the name of your organization in the email.

