

## NJCH IMPACT VIDEO INSTRUCTIONS

### COVID-19 RESPONSE GRANTEES

Thank you for agreeing to participate in our COVID-19 Response Grant Impact video. We are creating this video to highlight the work of nonprofit organizations in New Jersey. This video, which will be a compilation of video submission statements from grantees, will run on the NJCH website and will be highlighted in outgoing communications once it is posted on njhumanities.org. All grantees are being asked to submit their video file by **Monday, September 14, 2020**.

We are requesting that each grantee submit a video clip response to ONE of the prompts below. The video cannot exceed one sentence and must be shorter than **20 seconds in length**, *including a 2 second pause at the beginning and end of your submission*. Please be sure to include your organization's name in your verbal response. Detailed instructions and some helpful hints are below.

#### Prompts

1. How have you remained connected to your audiences during the pandemic? Describe your adaptability.
2. What have you learned about your organization or your organizations' audience(s) during the pandemic? Describe your reflection.
3. Why is your work significant in the communities you serve? Describe your impact.

#### Instructions

Use any device that creates an mp4 recording. Smartphone, tablet, computer with camera – all these work, with different apps or platforms to record. Once completed, please title the mp4 with the name of your organization.

Once you hit the record button, wait 2 seconds before starting to speak. If possible, look into the camera for those 2 seconds. Do this again at the end, after you have made your statement, before turning off the recording.

Please upload your mp4 video to:

[https://drive.google.com/drive/folders/1\\_AZowNozOAooFFoJh4F9a3JiqEXtPfl6?usp=sharing](https://drive.google.com/drive/folders/1_AZowNozOAooFFoJh4F9a3JiqEXtPfl6?usp=sharing)

To upload,

- click on the link (above)
- click the “new” button in the upper left
- click on “file upload”
- attach your recording

#### General Tips

- You can record yourself or have someone assist, depending on your situation.
- Establish a quiet setting where you make your recording. If there is ambient noise, use earbuds or headphones.
- It is essential that you record horizontally. It is also essential that the camera be still during the recording.

- Before beginning to record, check your image.
- When speaking, please speak clearly and slowly enough to ensure comprehension.

### **Questions to Consider**

- Is your face visible? Be sure not to be “backlit.”
- Does the screen contain your whole face? Is your forehead or chin cut off?
- Notice what is in the background – is it distracting? Appropriate for the context? Please remove any controversial images or references (ex/political signs, inappropriate pictures).
- People tend to be more photogenic if the camera angle is either at eye level or slightly above. If using a phone or tablet in your hands, be sure to hold it above your eyes.
- Write and practice your statement before you begin recording.
- Looking into the camera lens while you say your statement creates a sense of connection with the audience.

A reminder will be sent out the week prior to the **9/14/20 submission deadline**. If you have any questions, please contact me.

Angela Speakman  
[aspeakman@njhumanities.org](mailto:aspeakman@njhumanities.org)  
609.695.4838, ext. 230