Filming an Adequacy Video

How to Take a Video:

Please visit our website at
https://paschoolswork.org/budget/
to record and upload a video directly. If you prefer, please feel free to record a video using your phone and the best practices listed below. Once finished, you can send your video to a PA Schools Work partner or post it directly to social media. If you are posting it to your personal page, please be sure to tag PA Schools Work and use the hashtag #PABudget.

What to Say:

We want to hear why adequacy funding has been or would be important to you, your student, or your school district.

Here are a few prompts to get you started:

- It's important for the Commonwealth to finally fund schools because our students deserve…
- Adequacy funding has made a difference in our district by…
- With the next installment of adequacy funding from the state, my school could…

- Why does your school need additional state funding this school year?
- Why are fully funded schools important to you?

60 seconds - Social content is cut down to between 15 and 30 seconds in final production. If you tell the interviewee that they only have 30 seconds to respond, it can cause nerves and an unclear response. Giving them 90 seconds allows the video editor to edit out unnecessary content.

Video Format:
For social media content, always film vertical videos with a steady hand. Do not move or pan the camera.

Helpful tools: Consider a tripod for best results.

Lighting:
Set up in a well-lit area, facing the light source. (Natural lighting is best).
If indoors, or in a poorly lit space, consider using a portable ring light, and setting that source in front of the subject. Attempt to avoid rooms with strong-colored ceiling lights, such as halogens, which give off a noticeable orange hue. Find balance and make sure that the lights aren't too bright. If they are, move further back to avoid looking washed out.

Framing:

Avoid leaving too much empty space on either side of the video.

If you use an iPhone, you can turn on a grid layover on your camera. To turn on the grid, go to **Settings**, scroll down and tap on **Camera**, then toggle on the **Grid** option. This will display grid lines on your screen to help you align your shots.

Sound:

Try to find a quiet place for your recording. Speak clearly and take your time with what you want to say.