

Lights, Camera, Action!



Congratulations on being selected as the official videographer for your school's appreciation days. Although a picture can say a thousand words, a video can actually recreate a special moment. Your video of your school celebrating the employee appreciation day may be posted on your school's website, the school system website and it could be chosen for the Utrust website. You can also submit it to your local cable news, public access station or even your local TV station for possible airing.

Team up with your school's reporter and video them interviewing the employees who are being recognized on the appreciation day. You could help your school win \$1,000, \$500, or \$250 for the best employee appreciation day. Utrust is awarding the top three schools who report to us and have the most outstanding appreciation day celebrations.

We hope that your school wins a prize, but whether you do or not, you are helping to recognize and honor the people in your school who do what they can to make school a better place for you and your classmates.

Tips For Shooting A Good Video

1. You don't have to have a video camera to shoot good video. Most digital cameras are capable of recording video.
2. Try to keep the camera steady. You may want to use a tripod. Watching a shaky video can be distracting.
2. To avoid mislabeling, try to show your school's name by filming a shot of the school sign.
3. Check your sound and lighting. Make sure there is adequate lighting to showcase your subject(s). But try to film with the light behind you, shining on what you are shooting. Perform a sound check before you begin shooting your video.
4. Make sure your battery is charged and bring a backup. You don't want to miss the action because your battery is dead.
5. Get shots of fun things happening, employees being interviewed by the reporters, award ceremonies and any other celebration activities for that day.



**** Please give your video to your assigned Media Adviser once you have teamed up with the student reporter.***

Video
Guide

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