

## Census Virtual Block Party Celebration 2020

April 15, 2020

### Video Submission Tips

#### Submitting your video: What You Need to Know

Video is an increasingly powerful medium for reaching the masses through social media networks. To capitalize on this potential, we are encouraging authors to submit video with a brief summary of the video message focusing on encouraging people to complete the census.

If selected, your video will be featured in the Census Virtual Block Party on April 15:

#### **Video Format**

**Topic Introduction:** A 30 second – 1-minute video that encourages, motivates and excites people from different backgrounds to complete the census and how it impacts New Mexicans in many different ways.

#### **How to Create a Video**

**Presentation:** Position / focus the video camera such that it records you or any other person at approximately waist level; no more, no less.

**Delivery:** Speak clearly, adequate volume (not shouting, but strong voice), and make good eye contact with the camera. If possible, memorize what you're saying or be able to speak off the cuff in a clear manner. (Note: Record for at least 5 seconds – looking into the camera – before and after you speak.)

**Filming:** Video should be shot against a white or single-color background if possible; or least make sure the background does not take over your message. If the camera is not stationary (tripod; recommended, of course not necessary), the camera operator must maintain a still position. Most newer cameras have image stabilization, which should minimize issues. (Note: Record a few tests to ensure adequate lighting.)

**General Video Specs:** Make sure to record in high-definition video (1920 x 1080), if possible, definitely not required; if you have an HD camera and it's set to shoot video at 1080p, you'll be fine.

#### **How to Send It to Us**

*Saving Your Video:* To extract the video, connect the camera to your computer and, using your camera's software (which you should have installed on the computer), save the file as an .MP4, .MPEG, .AVI or .MOV file (your software may have any or all of these options, depending on whether you have a Mac or PC, etc.).

**Sending It to Us:** You can then email the video file to [unmsc@unm.edu](mailto:unmsc@unm.edu) along with registration form so we can view it. If your video is too large, send it via [wetransfer.com](http://wetransfer.com).