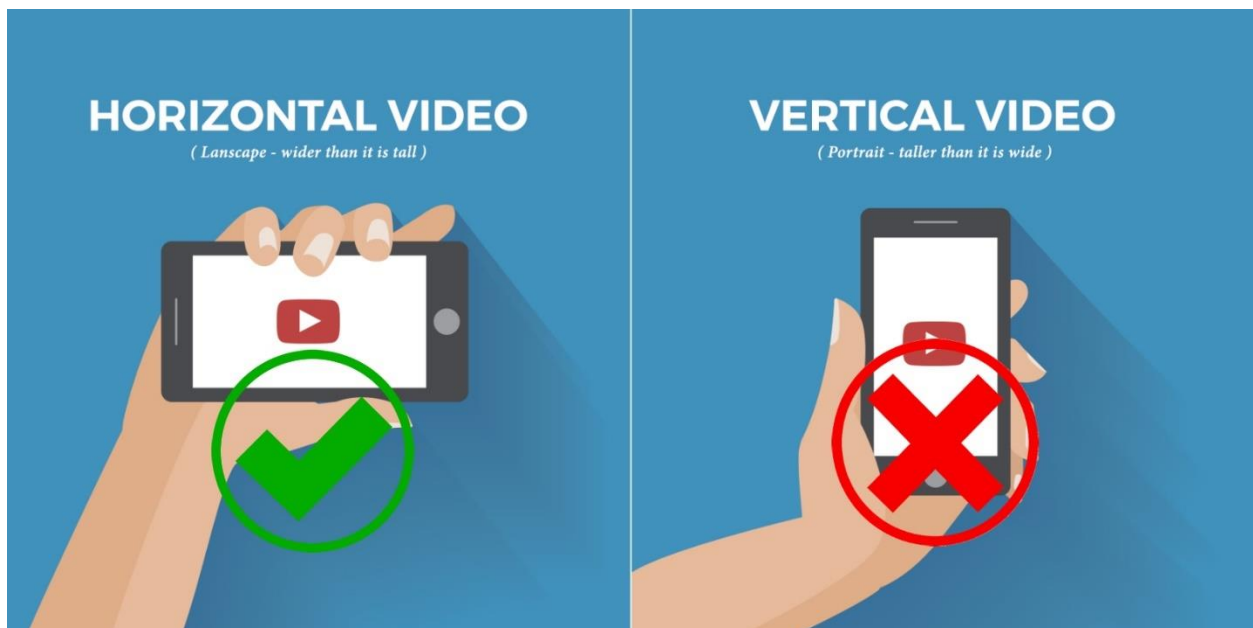


6 Steps to Making and Submitting Your Scholarship Award Smartphone Video

Congratulations! You have received a scholarship award through the Sanilac County Community Foundation. As a part of recognizing the Class of 2020 we are putting together scholarship recognition videos that your friends, family, and community will be able to see and celebrate your accomplishments with you.

Please follow the 6 simple steps below to submit your video.

1) Think About Orientation: Make a conscious decision about which way to hold the phone when recording. **All videos should be horizontal.** Make sure you turn your cellphone to the horizontal position BEFORE you hit record. If you flip the camera midway through recording your video will not flip with you.



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2) Plan Your Content: This is especially important if you will be making the video without any assistance and without someone to prompt you. Below is a sample script that you can just “*fill in the blank*” with your information. Or feel free to simply state the following information:

- 1. Your Name**
- 2. Your graduation year and high school**
- 3. Scholarship you received (optional)**
- 4. Your future college/school and area of study**
- 5. Any other plans for the future**
- 6. Thank you for the scholarship**

Speak clearly and remember to look directly into the camera when speaking (this is true even if you answer questions being asked by a friend). It’s also helpful to plan a time limit for your video. These guidelines will not only make you feel more comfortable, but also cut down on the risk that you’ll make a ten-minute video when we are really looking for a thirty to sixty second clip.

3) Pay Attention to Audio: This is crucial! If viewers cannot hear or understand what you’re saying, this is a huge barrier to them actually watching for more than a few seconds. Record the video in a decently quiet space, in which the audio will come through clearly and loudly enough to sound good in the finished version. Remember, not much can be done after the fact to fix background noise or garbled speech. Selfie videos tend to have better sound than when the smartphone is held by a friend, simply because the phone is closer to the person speaking. But if someone is holding the smartphone for you, then have them stand no farther than five feet away.

4) Pay Attention to Lighting: Smartphones tend to automatically adjust the video image for lighting conditions, but they will not be able to overcome darkness or overpowering light from the sun or any other source. In a practical sense, when recording, also be sure that your face can be seen clearly—try to not have a strong light source behind you that will create a shadow.

5) Review Your Video: Watch (and listen!) to your video footage immediately after shooting it to make sure you are seen and heard clearly. If your face cannot be seen, move to a different location or adjust the lighting; if the audio does not come through loud and clear, find a quieter spot or move the smartphone closer to you.



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6) Submit Your Video: Once you are happy with your video, you can submit it to the SCCF directly from your phone. Unfortunately, smartphone videos are often too large to send via email. Here are a couple of alternative options:

a) Texting. For some reason, phones can text larger video files than they can email. Videos sent via text can be saved on the recipient's phone as well. You can send your video to: 810-837-0660. We will acknowledge that your video has been received. If you do not hear from us, we have NOT received your video.

b) Google Drive. Create a Google Drive folder and share it with director@sanilacfoundation.org (be sure to select "People with the link"). We will acknowledge that your video has been received. If you do not hear from us, we have NOT received your video.

c) YouTube. Create a dummy YouTube channel and upload your video directly to it using your smartphone (usually an option on the video's share/send menu). Choose the "Private" or "Unlisted" option (as opposed to "Public") when uploading your video, so it does not accidentally get sent around the Internet. After the video is uploaded, you can share the login information to allow others to access that channel and download an MP4 of the video on their end. We will acknowledge that your video has been received. If you do not hear from us, we have NOT received your video.

It's just that simple!

Should you have any questions or need assistance please contact Melissa at the SCCF office by emailing: director@sanilacfoundation.org or calling: 810-648-3634.



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