



## Filming Guidelines for JA Video Volunteers

### Video Framework:

- Videos should be 3-5 minutes in length.
- JA will include a bumper for the video that includes an opening and closing graphic that directs the viewer to visit the JA site to learn more.
- JA will include subtitles. Name of volunteer, job title, and company name
- Volunteers must submit JA Media Release and know that JA may share all or part of their video submission and that by their submission they agree to this and that JA owns the video.

### Tips for Presenting on Screen:

- Think of yourself as being in front of a group of students.
- At the beginning of a presentation, look at the camera and hold a smile for about 4-5 seconds. Do the same at the end.
- Speak clearly and louder than you think necessary, not yelling, but not using quiet conversational tones. Project your voice a bit.
- Refrain from references such as “good morning” or “good afternoon” since the video may be viewed at any time of the day.
- Sometimes it’s helpful for the on-screen presenter to ask a question and pause to allow for “think time”.
- It’s a best practice if one person can hold the recording/filming device while a second person is in front of the camera.
- The on-screen presenter should wear work-appropriate clothing and avoid wearing logos for national retailers.
- Review the camera angle so that the view is straight on, not tilted up or down, and not too close or too far away.
- Choose a filming location with minimal visual and audio distractions. A solid wall or backdrop with a company logo is preferred.
- **Due to copyright and legal issues, only use the materials and resources associated with the JA Program. Avoid using / showing other name-brand products, assets, etc.**
- **This is a long term educational resource for JA STL and does not pertain to the current pandemic.**

### **JA Career Speaker Script Outline – 3-5 minutes.**

1. Introduce yourself and your company or organization.
2. Share your “job story” with the students—what you do to earn a living (basic job description) and why you choose to do it.
3. What does your typical day-to-day work look like? What do you love about your work?
4. What did you want to be when you were in middle or high school? How does that connect to where you are today?
5. How many different types of jobs have you had? Did all of them relate to your current position?
6. What is the first job you had, and how did you get hired?
7. What did you learn from your first job—positive or negative?
8. Was your first job in the field you still work in today? Why did you change fields?
9. To capture students’ interest, tell them something about your career path that might surprise them—for example, a change in job or an unusual job responsibility.
10. Explain what your education path looked like. Did your education guide you to the career you’re currently in or did things shift along the way? What education, training, or certifications have you acquired? Do you use them in your daily work?
11. What advice would you give to your younger self, if you choose your career path over again?
12. Are there resources or any additional information you think it’s important for students to know if they are interested in learning more about the type of work you do?

#### **Filming Specs:**

- When filming with any device (iPhone, Android, Tablet) use the **landscape** setting.
  - Here is a [SAMPLE VIDEO](#) (JA will include the bumper for the video that includes an opening and closing JA graphic)

#### **JA Volunteer:**

- To share your video content, upload videos using the following link:  
<https://www.dropbox.com/request/PI71PKz4AbhxDnEswLj5>

**Questions?** Contact [sfarrell@jastl.org](mailto:sfarrell@jastl.org)