



## MBC Alliance – HERE ALL YEAR Video Tips and Suggestions

### CONTENT GUIDE

- Videos should be between 1.5 to 2 minutes. Please leave a little quiet space at the beginning and end of your video to help with editing. Completed videos should be sent to [dana@mbcalliance.org](mailto:dana@mbcalliance.org) with copies to [laurie@mbcalliance.org](mailto:laurie@mbcalliance.org), [lisa@laudico.com](mailto:lisa@laudico.com), and [mjenkins@breastcancer.org](mailto:mjenkins@breastcancer.org). If you prefer, you can upload to your preferred cloud provider and send a link for us to download
- Videos should be filmed in "landscape" mode. If you use your phone, please try to hold it as steady as possible – maybe use a tripod or table stand
- Include as much of the following information as possible
  - Name and location
  - MBC diagnosis date and info about your subtype/mets sites
  - Highlights of experiences living with MBC as well as your advocacy work—including the MBC Alliance
  - A hopeful message, a piece of advice, or a call to action to share with the MBC Community
- If you have time, and are new to filming yourself, we suggest a couple of practice runs
- And... end your video with "I'm Here All Year!"

### INTERVIEW SPACE

- Pick a room with good lighting, no glares or spotlights. Do not have light behind you, try to have your face well-lit without any shadows
- Consider the background, avoid sitting in front of windows
- Place your phone or computer on a table or desk not your lap or anything that may move (you may want to put your device on some books so you are not looking down into the screen)
- Close out of any other applications that may be running on your computer
- If you are using your computer, silence your cell phone or house phone

### ZOOM Platform

- Please do not use a virtual background. This can be very distracting and affects the quality of the video
- Headphones with a microphone—please use these if available to you. They improve the sound quality

### WARDROBE

<b>GOOD:</b>	<ul style="list-style-type: none"> <li>• Pastels work well on camera</li> <li>• Medium earth tone colors like blue, brown, or green also work well.</li> <li>• Natural fabrics like wool or cotton work better than synthetics.</li> </ul>
<b>NOT SO GOOD:</b>	<ul style="list-style-type: none"> <li>• Shiny or noisy jewelry, or buttons; dangling earrings</li> <li>• Hats (They cast shadows onto the face)</li> <li>• Fabrics with tight patterns, like checks, stripes, herring bone and houndstooth (They create an unstable, vibrating jumpy effect on the screen)</li> <li>• Clothes that display brand names or commercial logos</li> <li>• Deeply saturated colors like orange, yellow and red. (These colors tend to glow on the screen)</li> <li>• Bright white or dark colors. (Complexion looks washed out on camera)</li> </ul>

### MAKEUP

- It's very common for the camera lens to magnify facial oils. The most common areas are the oily "T-zone" on your forehead, cheeks and chin. Consider light powder if needed
- *Glasses.* The more convex your glasses lenses are, the more they create "glasses glare" from the light. Check for any glare before filming the final video

*Adapted (with thanks) from LBBC's "ZOOM Interview Tip Sheet"*