

Video Testimonial

CAPTURING GOOD INTERVIEW FOOTAGE

1



Style & Background

Select a quiet, well-lit location where sound and light can be controlled. Simple

backgrounds are best - or a background that can be blurred out in your camera settings.

Don't use filters. If you must, please use ones that do not alter the color, add graphics, or make it dimmer or brighter.



Please don't use the front-facing camera.

3 Lighting & Subjects

Make sure to place all people in frame in a spot where the light is not creating long, dark shadows on the face(s). Keep more light behind you, than in front.

4 Stability

Use a small tripod or mount for the phone so that it is stable. Some options for stability might be a glass or mug or something to rest the phone against at a 90-degree angle.

5 Submission

Submit your final video via text to _____.

Be sure to send at full quality, do not reduce the size. Please include your name. Your name may appear in the video - no other personal information will be shared aside from your own statements.

2



Framing

Record the video with the phone horizontally; a wider frame allows for upright and landscape videos. The top of the frame/screen must have plenty of added space.

Center yourself in the frame, with the open space above so that we can reframe for up and down videos. Also consider the rule of thirds and position yourself on one of the grid lines to add interest to the shot.

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CAMERA SETTINGS

Below is a short guide on how to change the camera settings on a few commonly used phones.

Phone Camera Settings

Use a modern iPhone or Samsung, if possible.
Desired Camera Settings

4k • 24(fps) • 1x (zoom)

iOS

Tap the HD to get to 4K.
Tap the 60 to get to 24
FPS
Res: 1080, or 4K
FR: 24



The zoom level is best at 1x it produces the highest quality video.

Android

Tap the resolution icon to select the required video resolution.
Res: 1080, or 4K
FR: 24



The zoom level is best at 1x it produces the highest quality video.

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TESTIMONIAL QUESTIONS AND HOW TO ANSWER

A. Answer the questions as if you are speaking to a friend.

Ex: Evelyn loves it, we've had a great experience with..." *cite examples.*

B. Repeat **a part** of the question at the beginning of the answer.

E.g: "X Y Z is the top priority for me, and..." *cite overall experience.*

c. Most of all relax and get comfortable, **you'll do great!**

TESTIMONIAL QUESTIONS

Please answer question 1. We'd love for you to answer all of the questions if you'd like.

- 1. In your own words, describe your experience with us?**
- 2. How did you find out about us?**
- 3. Did you use other service providers before us?**
- 4. What is your top priority when considering provider options?**
- 5. In what ways have we met or exceeded your expectations?**
- 6. Have you noticed any unintended benefits for you since starting with us?**
- 7. Do you feel like a priority working with us?**
- 8. Is working with us easy for you?**
- 9. What would you say to others who are considering using our services?**



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VIDEO/PHOTOGRAPH RELEASE FORM

I hereby grant _____ (the "Company") the irrevocable right and permission to use photographs and/or video recordings of me on elcacenters.com and other websites and in publications, promotional flyers, educational materials, derivative works, or for any other similar purpose without compensation to me.

I understand and agree that such photographs and/or video recordings of me may be placed on the Internet. I also understand and agree that I may be identified by name and/or title in printed, Internet or broadcast information that might accompany the photographs and/or video recordings of me. I waive the right to approve the final product. I agree that all such portraits, pictures, photographs, video and audio recordings, and any reproductions thereof, and all plates, negatives, recording tape and digital files are and shall remain the property of the Company.

I hereby release, acquit and forever discharge the Company, its current and former trustees, agents, officers and employees of the above-named entities from any and all claims, demands, rights, promises, damages and liabilities arising out of or in connection with the use or distribution of said photographs and/or video recordings, including but not limited to any claims for invasion of privacy, appropriation of likeness or defamation. I hereby warrant that I am eighteen (18) years old or more and competent to contract in my own name or, if I am less than eighteen years old, that my parent or guardian has signed this release form below. This release is binding on me and my heirs, assigns and personal representatives.

Signature of Individual Recorded/Photographed

Date

Printed Name

Signature of Witness

Date

If the individual photographed/recorded is under eighteen (18) years old, the following section must be completed: I have read and I understand this document. I understand and agree that it is binding on me, my child (named above), our heirs, assigns and personal representatives. I acknowledge that I am eighteen (18) years old or more and that I am the parent or guardian of the child named above.

Signature of Parent/Guardian of Individual Recorded/Photographed

Date

Printed Name

Signature of Witness

Date