



PPA Awareness Week Video Recording Instructions

Thank you for participating in the production of the future-themed 2022 Pheopara Alliance awareness campaign! Below you will find instructions to help ensure your submission is ready for our editor.

Delivery & Appearance

Speak as if you were being interviewed and answering a question. Stand up straight, smile, speak clearly and don't rush. Take extra care with your appearance. Please refrain from wearing white and avoid patterns on clothes.

Location

Choose a quiet, well-lit space, preferably in-doors, with a plain clean white background or wall. Stand at least a meter away (3 feet or more) from the wall to prevent from casting hard shadows behind you. If you can't find a white wall, any solid color background is better than a busy background.

Lighting

Lighting makes a huge difference. Ensure your light source is in front of you. If possible, utilize indirect natural daylight. Avoid back-lighting and overhead-lighting — you'll run the risk of casting unflattering shadows.

If in-doors, try facing a window during daytime hours when the sun isn't directly visible through the window. Direct sunlight will likely cause you to squint.

If filming in a quiet outdoor location, an overcast day or a shaded spot will work best.

Framing

We will be turning you into a hologram! So, if possible, film the whole length of your body (think Princess Leia's hologram from Star Wars). If you prefer not to, you may film your upper chest, shoulders, and head instead. Make sure you are centered in the frame and facing the camera. Include some free space around the head and hair (and feet if you choose to film full length).

Audio

Audio quality is very important. If you have in-ear headphones with built-in speakers, such as airpods, please utilize them during the recording. Otherwise, ensure the mic on your device (such as a smart phone or laptop) is unobstructed. Listen back to ensure you can be heard well.

Video

Mobile Device- Film vertically (long format) using the back-facing camera. Back-facing cameras on your phone or tablet are almost always better quality than front-facing cameras. It is best to mount or prop the device up in a stationary position. If this is not possible, hold the device as still as possible and maintain good framing. Enlist a friend or family member to record the video.

Computer- Any software that will export a video file with sound is fine. Mac users can record with QuickTime. PC users can use Movie Maker.

Please wait a few seconds after hitting record, collect your thoughts, take a breath, and look into the camera before delivering your message. Wait a few seconds after finishing your message before you stop recording.

Submission

Please send your video via email to Aimee Powell- aimee@pheopara.org Or, upload to your favorite cloud service and share a download link with Aimee.



- Frame with free space above and around head.
- Position light source in front of you, not behind.
- Find a plain background.
- Record centered at eye-level.

PPA Awareness Week Video Script Instructions

Thank you for participating in the production of the Superhero-themed 2022 Pheopara Alliance awareness campaign! Below you will find the main script along with single lines. Please record both your main personalized script AND the single scripted phrase. See examples on the second page to help you fill in the blue prompts for the main script.

Main Script

My name is _____, and I'm a (job title/role/self-description) in (location).

In 2023, my life living with/caring for someone with/treating those with pheo para is

_____ (briefly talk a specific challenge you face, and how it affects you, in 30 seconds or less).

A hundred years from today, I hope that the phuture for those with pheo para is

_____ (briefly describe your hopes for the future of pheo para. Make sure to discuss how your hope would affect people facing the specific challenge you mention above, taking 30 seconds or less).

Above all, I hope that those affected by pheo para have what I do now –a supportive community that helps me to feel educated, empowered and pheo para PHEARLESS!

Single Lines

"I'm going into my phuture educated, empowered, and PHEO PARA PHEARLESS!"

EXAMPLE SCRIPT A

Hi. My name is Jane Doe, a nurse in Tampa.

In 2023, my life caring for people with pheo para is frustrating. Most of the patients I see have metastatic disease, and they need affordable, effective options to help them.

A hundred years from today, I hope that the phuture for pheo para is easier for those who have it. I really hope that there are good treatments that are easy on patients physically and financially.

Above all, I hope that those affected by pheo para have what we have now – a supportive community that helps them to feel educated, empowered and pheo para PHEARLESS!

EXAMPLE SCRIPT B

Hello. I'm Mary Lamb, a librarian in Manitoba, and I'm a pheo para thriver!!

In 2023, my life with pheo para is difficult. I live in a small town, far away from large hospitals. I have to drive a few hours for my scans, and to see anyone knowledgeable about these tumors. I've had to educate my local doctors, and I wish I could just concentrate on caring for myself!

A hundred years from today, I hope that the phuture for those with pheo para is a phuture that allows patients to do just that – care for themselves. I think that all doctors need to know more about our disease, and that we need more care centers in rural areas.

Above all, I hope that those affected by pheo para have what we have now – a supportive community that helps them to feel educated, empowered and pheo para PHEARLESS!