



PPA Awareness Week Video Recording Instructions

Thank you for participating in the production of the mystery-themed Pheo Para 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

Please make sure that your upper chest, shoulders and head are centered in the frame and facing the camera. Include some free space around the head and hair.

Your camera should be placed at about eye level.

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 horizontally (wide 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 Instructions

Thank you for participating in the production of the noir mystery-themed 2024 Pheopara Alliance awareness campaign!

This year, we're doing things a little differently: Instead of a script, we would like you to recount some of the clues (symptoms, imaging, labs) that led to your pheo para diagnosis. Every clue should be a single sentence, with a pause of about 2 seconds in between each one. Because our video will be much shorter this year, we're not telling our stories/personal histories, but rather providing sound bites. Your video content should be

- Simple – take a direct approach, and use words that will be easily understood by most viewers
- Clear – try to avoid generalizations or non-specific language:
 - PREFERRED: "I felt dizzy and nauseated, and could feel my heart pounding in my chest."
 - AVOID: "I felt weird."
- Short – Your video should be about 30 seconds in length and no longer than 1 minute.

Scripted Phrases

After you list your clues, please end your video with one of the scripted phrases below:

Now, thanks to my doctor's detective work that led to my diagnosis of pheochromocytoma (or paraganglioma) and the Pheo Para Alliance, I'm educated, empowered, and PHEO PARA PHEARLESS!

OR

Thankfully, my doctor recognized the clues and diagnosed me with pheochromocytoma (or paraganglioma), and I'm facing the future educated, empowered, and PHEO PARA PHEARLESS!

Examples

EXAMPLE A

I was having the worst headaches I've ever experienced, and nothing seemed to help.

My heart would start racing for no reason!

My blood pressure was uncontrollable – I was on three medications, and they were NOT helping.

Now, thanks to my doctor's detective work that led to my diagnosis of pheochromocytoma and the Pheo Para Alliance, I'm educated, empowered, and PHEO PARA PHEARLESS!

EXAMPLE SCRIPT B

I never had any symptoms – at least not like others describe.

I had dizzy spells from time to time, but mostly I felt fine.

My doctor felt a lump in my neck when I went in for my annual checkup, and ordered imaging that showed I had mass on my carotid artery.

Thankfully, my doctor recognized the clues and diagnosed me with paraganglioma, and I'm facing the future educated, empowered, and PHEO PARA PHEARLESS!