



What:

A video, calling people to support Healthy School Meals for all.

The video construction will take your answers and piece together something larger, the sample questions are in essence what the larger pieced-together video could look like. The questions can act as a script to give you that example, as well as what this should sound like in action.

Frame:

Healthy School Meals for all helps all of our communities and here's why.

The compilation of 20-25 second videos from school meal community members all across the state will be a call to action to join the coalition and keep the fight for healthy meals a top priority.

The goal is to have a diverse group of students, food service workers, parents, administrative and janitorial staff, SNA members, farmers, and allies across different industries to be included in this conversation.

Instructions:

Answer at least one of the three prompt questions or convey a hopeful message about why school meals for all matters!

[Here](#) is the link to upload your video by MARCH 31st, 2023.

Additional messaging can be found [here](#). (If you have trouble uploading, please send video by text to Nada Elmikashfi at 6089601036).

Your video should be around 25 seconds, preferably shorter.

Recognize how people are feeling: exhaustion, depletion, anger, hope in community and students. The fight for a better future is with our kids, for our kids.

Try to center empathy and make an emotional appeal to call for and engage in action.

- Questions
 - Think back to your school days, what would free school meals for all students mean to you then? What does it mean to you now?

- What comes to mind when you hear free meals for all students grade k-12, every day of school?
- How would free lunch and breakfast have impacted you? How will it impact you and your family?
- What do you love about being in the Healthy School Meals for All Coalition?

Quick tips for creating up-to-scratch videos with a smartphone:

1. Don't shoot vertical video

While vertical shooting may make sense with a device which has a screen in portrait orientation, this does not translate well on any other device. Computer monitors, televisions, even websites, all have landscape-oriented displays - we live in a widescreen world. And it's easier to edit widescreen down to portrait mode than vice-versa.

2. Use a tripod/book/shelf/whatever is available to hold the phone for you

No matter how steady your hands, if you intend to edit multiple takes with my footage later, these slight movements will ruin the professionalism of my video. Using a tripod to stabilize your footage is paramount in creating a professional video.

3. Don't use digital zoom

Sometimes it can be tempting to use the zoom feature on your smartphone to get a closer shot of your subject, but since the lens isn't zooming optically, you're just enlarging the picture digitally. This results in one thing: pixels. If you want to zoom in with a smartphone without it looking pixelated, simply walk closer to your subject.

4. Lighting

Using the flash on a smartphone or digital camera to lighten a subject gives it that old VHS camcorder spotlight appearance. It can't compare to off-camera lighting. My favorite lighting source to use is free and accessible for almost everyone: the sun. Natural lighting looks great in almost every instance. Face your subject toward a window for great natural light, or record outside in a quiet space away from the road. Never have the window behind the subject though or else you'll be left with a silhouette. If you have to record in the dark (I see you, fellow procrastinators) you can buy a "daylight" bulb for \$10 at Target (I know, because I just did this!). Make sure your lamp is set up ~2-3 away so that your face isn't washed out.

5. Exposure and focus

Smartphones and digital cameras will automatically detect and adjust exposure and focus accordingly. It's great for taking quick snaps, but ideally while recording you'll want to have more manual control and lock these down so they don't adjust and leave your footage overexposed and out of focus. Simply tap on your subject using your smartphone's default app to manually lock exposure and focus on your footage. This can be adjusted while filming.

6. Audio recording

Most of the time, recording audio directly from the camera's built-in microphone will suffice, but in professional videos, namely interviews, you will want to have a microphone as close to your subject as possible. Use headphones with a mic!