

EXAMPLE of video compilation guidance

*Are you planning to compile multiple short videos from numerous volunteers/training partners?
Here is one example of guidance you might want to consider modifying for YOUR video:*

Dear Colleagues:

We hope you'll consider submitting a very short, fun video clip about your California Naturalist program for the upcoming 2020 annual [ANROSP Conference](#) themed "Virtual Roadtrip." ANROSP is the coordinating non-profit that all master naturalist-type programs in the US belong to. UC California Naturalist will submit one video that highlights several of our partner organizations by stitching together short 1-2 minute edutainment-type content. The following video outline is designed to help you prepare and submit a video if you are interested.

This opportunity serves several purposes: Partners submitting videos will also have their video placed on their California Naturalist website course page and the CalNat YouTube channel and may be included in other promotional materials as a very brief course partner intro (More on our plan to assist you with a short, informal video intro for each course later...) If we have more than four 2-minute submissions for the ANROSP video, we'll simply choose based on a variety of bioregions.

Please contact _____ by 8/28/2020 if you plan to submit a video. 1) Video content and 2) a high resolution file of your logo(s) that should appear in the acknowledgements can be submitted to the Box folder no later than 9/11/2020:

The California video we produce will follow this outline:

- Introduction and Welcome: CalNat Team (2 min)
- Partner 1 video (2 min MAX)
- Partner 2 video (2 min MAX)
- Partner 3 video (2 min MAX)
- Partner 4 video (2 min MAX)
- Wrap up and Conclusion: CalNat Team (1 min)

Outline for Partner Videos

This simple outline suggests how you might organize your video. Feel free to use some, all, or none of these ideas if you prefer to rely on your own creativity. Videos need to come in at or under 2 minutes, please!

1. I'm/we're [name], the [title] with [organization]. I'm/we're here [location, California] which we acknowledge as the ancestral land of the [?] local Native American tribe(s)].
2. Our UC California Naturalist course operates primarily in the [bioregion] and specifically in the [???] watershed(s) and is generally characterized as having a [???] climate.
3. Some of our iconic/endemic plant and animal species include [???].
4. Behind me [or as we walk along this trail, or at this scenic overlook, etc] are some of the unique natural aspects of this particular habitat/ecosystem including [???].
5. In addition, the area is home to cultural/ historical resources including [???]
6. Our UC California Naturalist course started in [year] and is unique because [???]

7. After graduation many of our certified California Naturalists volunteer as [???] or find work in [???].
8. The most valuable thing about being part of the UC California Naturalist program to us is [???]
9. We hope to welcome you at [organization] in the future!

Other Considerations

1. Please use one of the common digital video formats: MP4, MOV, MPEG4, AVI, WMV.
2. Please limit your video to 2 minutes.
3. Please take your video in “landscape” mode, NOT portrait.
4. If using music, please use public domain music only. If using your own original music, please share that info at the end of your video.
5. Consider writing a short script to follow so that your video doesn’t go over 2 minutes. Clearly introduce yourself by name, program, and location at the beginning of the video. Please do mention the “UC California Naturalist” program by name. “CalNat” is too informal for this purpose. If you’re camera shy or social distancing, no person necessarily needs to appear on the video, though it’s really nice to put faces with names and disembodied voices, especially at the beginning of a video!
6. Test the audio and images in the “field” if filming outdoors to make sure there isn’t a “windy” microphone, the image is clear without sun glare, excessive shadows, or shaky hands.
7. The purpose is to provide professional learning for a diverse group. Please be inclusive in your language.