



Video Submission - Online Celebration

The 2020 Walk4Hearing is adapting Walk Day to a virtual format to keep our community together and we want you to be part of it! We're asking teams, alliances, and HLAA chapters to submit a short video message to be included as part of the online program.

Say hi! Why do you Walk4Hearing? Why are hearing health, access to communication, and assistive technologies important to you or your organization? How do the funds we raise make a difference in your community? And why is staying connected and hearing well as important as ever?

Tips for Making a Video:

- Keep video to maximum 30 seconds, if longer – expect production team to shorten it.
- **IMPORTANT:** If using a smartphone, record video horizontal for full screen coverage.
- Keep camera or smartphone steady. Use a selfie stick to record you or the team walking!
- Position camera or smartphone at eye level.
- Use even lighting that does not cast shadows. If video appears to be too dark or too bright, our viewers cannot see or lip-read.
- Audio to be as clear and crisp as possible, stay 2 to 4 feet from camera or smartphone.
- Record in a quiet location to limit background noise.
- Consider clothing in contrast with background to help you stand out!
- Check your environment, do not record in a cluttered or messy room.
- Please do not add captions to videos, online celebrations are captioned live.

How to Submit Your Video:

- **IMPORTANT:** Name your video file: FirstLast-WalkLocation (ex. JaneSmith-Houston)
- Upload videos: [HLAA 2020 Content Portal](#)
- File format should be any of the following: MP4, MPEG-4, MOV

All videos submitted will be considered for the online celebration and for sharing on social media to help spread the word about Walk Day.

Questions or need assistance?

Contact Ronnie Adler, National Walk4Hearing Manager at radler@hearingloss.org.