

YOUR STEP-by-STEP GUIDE to SHOOTING a 15-20 SECOND SPOT for INCOURAGE



WELCOME TO THE INCOURAGE TEAM

Thank you for agreeing to share your story and help us spread the word that there are real, practical, tested and proven SOLUTIONS to some of the issues that threaten to rob kids of their best experience in youth sports.

We will share these personal videos on inCourage's social media and on our website as an inspiration to others.

Together, we can change our youth and teen sports culture into something we can all enjoy and be proud of.

inCOURAGE 
WATCH. LEARN. PLAY.

incourage.com

SCRIPT GUIDELINES

WHAT TO SAY

Since we're sharing these videos on multiple social media platforms as well as on our website, we'd like all our videos to be between 15 seconds and 20 seconds long.

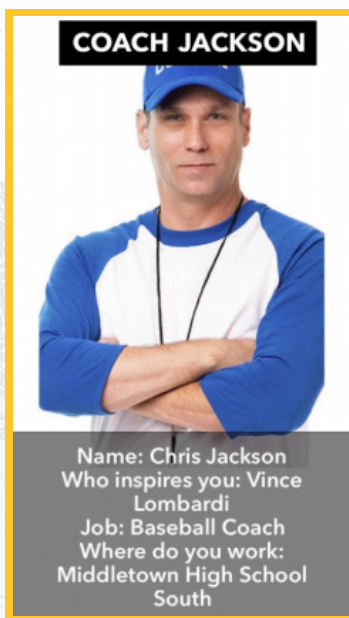
PRO TIP

In case we need to edit your video down by a few seconds, please state your name, your role/job, and the school/town you're from right in the beginning.

COACHES

In your video, you'll need to tell your viewers:

- Your name
- Your job
- Your school/and or sports team
- Your answer to one of these three questions (your choice!)



- Who inspires/ed you?
- How do you see yourself using the inCourage video(s) or how have you used them?
- What is one of your biggest goals for the future of youth sports

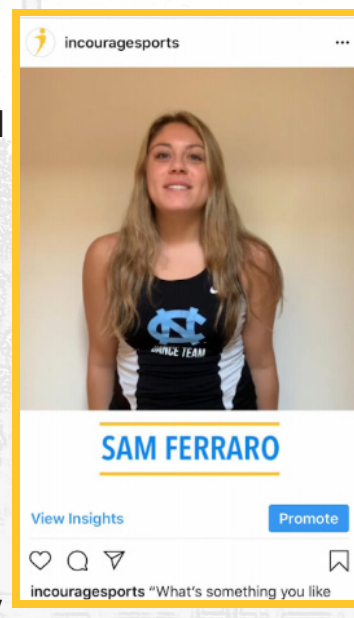
PRO TIP

Be you. All of your energy, your enthusiasm – bring it! Keeping kids in the game is supposed to be fun, after all.

ATHLETES

In your video, you'll need to tell your viewers:

- Your name
- Your age
- Your role/team leadership role
- Your school/and or sport you play
- Your answer to one of these five questions (your choice!)
- Who inspires/ed you?
- What do you like most about your coach?
- What do you like best about your teammates?
- Why did you stay in the game?
- Any words of wisdom for kids younger than you?



THE TECH SIDE

TIPS FOR THE BEST SHOT

Choose a location with an uncluttered, but interesting background.

Examples are:

- Empty sports field or court
- A solid color wall (aim for something other than very light or very dark color)

Natural lighting is best if it's a clear day without too much glare from the sun.

If you can't shoot outdoors, an indoor location with plenty of (indirect) lighting is a good option.

PRO TIP

If you have the time for a short read, click [here](#) for some pro tips from the NYT to consider when shooting video on your camera.

If you are using an iPhone, be sure to:

- Always shoot in landscape mode.
- Clean your camera lens regularly.
- Don't use the zoom function.
- Use the exposure lock.
- Put your phone in Airplane mode.

If you are using an Android phone, be sure to do these things in addition to the suggestions listed above:

- Have your camera-person use both hands to steady.
- Don't cover the microphone.
- Shoot in the highest definition you can, either 1080 HD or 4K.

WHERE TO SEND YOUR VIDEO

When you're finished with your 15-20 second spot, please email it to us and include your signed release form, to: info@incourage.com.