

IMPACT PSA, Inc. • "Play Your Part" MAIL-IN Form

If you will be sending Video Clips, here are Video Tips, and Instructions how to send your video clip.

If you will be sending Photos, here are Photo Tips, and Instructions for how to send the photo to us.

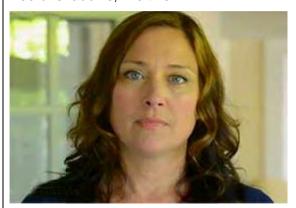
Video Recording Tips

Video cameras today are usually of good quality, and this includes phones built in to your cell phone or lap top.

You can use a video camera, web cam, or camera on your mobile phone.

SET-UP

We want to see your face in a "medium close up" and free of shadows, like this



LIGHTING

Ideally, the light should shine on you from the front. Natural light is great.

If shooting inside, do not stand directly under a light (or else we won't see your eyes), and don't stand with the light coming from behind you (you will just be a shadow).

Photo Recording Tips FRAMING YOUR PICTURE

We want to see your face in a "medium close up" and free of shadows, like this:



LIGHTING

Similar to video shooting

Ideally, the light should shine on you from the front.

Natural light is great.

If shooting inside, do not stand directly under a light (or else we won't see your eyes), and do stand with the light coming from behind you (you will just be a shadow.

For those sending Video Clips:

YOUR SCRIPT

- Please say these lines, saying one at a time and leaving a couple of seconds between each one.
- Since you should be looking directly into the camera when you say a line, you might want to have someone with you who can read you the line.

If someone does read you the lines:

Have them read it to you . . . then PAUSE slightly . . . then say the line . . . PAUSE . . . have them read the next like . . . then PAUSE . . . then say the line, and so on.

- 1. How would I know?
- 2. I didn't know.
- 3. I never heard of that.
- 4. It never occurred to me.
- 5. Elder Abuse. There's Just No Excuse.

IMPACTPSA.ORG

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THE SMALL PRINT

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While this document, and the language and legal terms herein, may seem daunting to read and understand, we assure you that, essentially, it addresses common issues designed to protect you and us.

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