

‘Q-TUBE’ WANTS YOUR VIDEOS!

Great news! We are very excited to announce that we are going to create a new marketing tool/video to help promote Quota International. Past District 21 Governor, Vicki Miller (owner of Eagle2 Creative Design Services www.eagletoo.com) has volunteered to share her PR expertise and head up a team of marketing experts to produce a short video for this purpose. The finished video will be revealed at the 2010 Convention in Vancouver...and we need *your* input—your Quota video clips and photos.

Think about it! A video with clips and photos from all 14 Quota countries! Make sure your country/area/district is represented! With today’s simple-to-use camcorders, everyone can be a “movie producer” – so can you!

Start sending in your video clips and/or photos to Nancy Fitzpatrick, Deputy Executive Director, Quota International, Inc., 1420 21st Street, N.W., Washington, DC 20036 U.S.A. Questions can be e-mailed directly to Vicki at vmiller@eagletoo.com

DEADLINE FOR SUBMISSION: April 15, 2010. (This should give you time to capture moments of your Quota year. Don’t wait until the last minute! Start today!) You will be notified via e-mail when your submission is received. Please include your Quota club name and contact information, especially your e-mail address. *Understand, the intention is to keep this video short. We cannot use every video and/or photo submitted, and they cannot be returned.*

VIDEO AND PHOTO TIPS AND GUIDELINES

What to send:

Video – avi or mpg 3 or 4 format preferred. With today’s popularity of “YouTube,” most camcorders and flip videos record in this format. Check your owner’s manual. Don’t worry about editing. We’ll do that in the studio. Short clips are best. You can mail on a CD, DVD, or thumb drive. Don’t try to e-mail. Files are usually too large for this!

Photos – If you don’t have a camcorder – don’t worry! You can take photos that we will animate in the studio! (See “This week in Quota” idea below.)

Formats for photos - .jpg .pdf .doc .psd preferred. Minimum of 72dpi is acceptable if 100% of size. Printed snapshots for scanning are also accepted.

Photos only can be e-mailed: nancy@quota.org

Starter ideas for videos and/or photos:

Volunteers in Action: Quotarians serving meals, conducting hearing screenings, cleaning a park, laughing and having a good time, reciting the Collect at meetings, etc. Don’t worry about sound, but include a script so we’ll know what’s going on in the video.

Member Interviews: Take a day when you can interview members about what it means to them to be in Quota. Ask specific questions to get short and meaningful answers. Here are some ideas for interviews that you might use:

1. Ask your interview to finish this sentence: “I’ll never forget the time when our club....” “The day I knew I wanted to be a Quotarian was....” “The first thing you’ll discover about Quota is....” “The most meaningful project to me is our club’s”

2) Or ask them this question: “If you had only 60 seconds to convince someone to join Quota, what would you say?”

Remember – ask the question, then pause for the answer to allow for a clean edit.

Testimonials from those people you help: A short message about what Quota’s help has meant to them, or a simple “Thank you Quota.” This could even be done with a group. (Example: a classroom of children or group of teens.)

Video Tours: If your club has helped fund a large project (example: a daycare center, a classroom) a walkthrough video is most impressive. Or simply stand in one spot and scan a room from left to right. (Don’t do this too fast! It will make the viewer dizzy!)

“This week in Quota”: In the U.S., there is a feature on one of the news programs, called “My week in three words.” Submissions are of people who don’t say anything, but hold up three words in front of the camera about their week. Sometimes it’s on a printed sign, written on hands, spelled out with children’s blocks... This can be done either on video, or with three photographs. (Example of three words: Our, First, Meeting... Welcomed, 5, Members.... Distributed, 500, Books.... Tested, 100, Ears...) Be creative!

Your good ideas: These are just starters – we know we have a lot of creative Quotarians out there, so have fun!

What we’re NOT looking for:

Group photos/video of Quota members standing and posing

No reading a “prepared statement!” It must be candid and off the cuff

Tips to remember:

- When possible show Quota in the picture (wear a shirt, show a banner, etc.)
- Don’t worry if your clip is long – we’ll pull out the “good stuff” and edit.
- Keep your camera steady – use a tripod or webcam mounted on something!
- Check your lighting when possible – natural lighting is always best!
- **MOST IMPORTANTLY: If you videotape or photograph anyone, you must have their permission for us to use it!**

Questions can be emailed to Vicki Miller at vmiller@eagletoo.com