

# MORE THAN SCIENTISTS DIY VIDEO TOOLKIT

Creating and submitting your own videos is a quick and easy way to powerfully communicate with a huge audience. This toolkit provides some guidelines for how to get started, how to focus your story, and what makes for engaging, moving content. Your message is too important to not be heard, so let's get started!

## Step One: **Choose Your Story**

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We welcome you to submit at least one video and are thrilled if you want to share more! For your first one, please tell us a little bit about yourself:

1. What is your name?
2. Where do you live and what is your professional position?
3. Briefly tell us a bit about yourself personally. Where are you from, are you married, do you have kids? Does your family or group of friends have a favorite activity you all enjoy?

And choose one of the following climate change related questions to answer:

4. How do you feel about climate change? Why is it important to you to share your views about it?
5. Is there a place or activity that's personally important to you that is being affected by climate change, or you're worried will be?
6. Describe your **"Eureka" moment** when the reality and gravity of climate change hit you.

**Need some help finding your "Eureka" moment? Try this brainstorm activity:**

1. Think back to before you were a committed climate scientist. Where were you? What were you doing? Now think, what triggered your decision to pursue climate science? Did you have a revelation? If there were a caption bubble over your head, what would it have said?
2. Tell a story about the person who inspired you to commit your career to this field. Why were they inspiring to you? What would you want them to know about their influence on your life?
3. Did your realization about climate change happen in a moment of crisis or a moment of inspiration? Set the scene as you describe your realization.

## Step One: **Choose Your Story (continued)**

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Have more to say? To help you craft additional videos, we've provided some great topics below to choose from. We just ask that you stick to one topic per video and start each of them introducing yourself by sharing your full name. Feel free to choose your own topics as well—whatever you're passionate about we'd love to hear and help you share!

### The Basics

- Is climate change real?
- Why does it matter—if a neighbor at a bbq honestly asks why it's a big deal, what would you say?
- What else do you want people to know about climate change?

### Future Generations

- If we don't address climate change, what will life be like for our children and grandchildren?
- What do you think our children and grandchildren will want to say to us from the future if we do address climate change? Or if we don't?

### Hope and Action

- What gives you hope and optimism?
- What should people do to help address climate change? E.g., personal actions (light bulbs, solar panel installation...) and/or communal action (talk to friends, family, elected representatives; encourage/demand action!)

## Step Two: **Craft Your Story**

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What makes for an engaging video? Show that you care—talk honestly, and let your passion and conviction come through. That's really the goal here—let people know that climate change matters and it's a human issue, and that you care personally.

### Keep It Simple

Speak as though you're simply having a conversation with a good friend. Share your thoughts and feelings about climate change, without "lecturing."

### Short Is Sweet

Try to keep your intro video under one minute and each of your topic videos to 30 seconds or less. In this YouTube era, keeping things on the short side helps a lot! (If you have more to say, you can always create another video.)

### Practice

Practice what you'll say. It might even be helpful to practice answering these questions with a non-scientist friend. Feel free as well to submit multiple takes of each video.

### Eye Contact

Look into the camera as often as possible—as if you're talking to your best friend. This mimics eye-contact in a normal conversation, which is always more engaging.

### Stand

Consider standing rather than sitting to stay loose.

All in all, just be yourself and show your audience you care about them. They are just like you—mothers, fathers, sons, daughters, people with hopes and dreams. They are looking for opportunities to relate with you and are looking for guidance regarding these serious topics. **Be yourself and you'll be great!**

## Step Three: **Film Your Story**

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Now that you've chosen your story and practiced what you want to say, it's show time! Please review the following technical tips and tricks to help you film a quality interview.

01

Camcorders and phone cameras work great. If you don't have either, a webcam works well too! To keep the camera steady, try using a tripod or setting it on something.



02

Try to find a quiet place where you won't have to compete with a loud background environment (cars going by, loud waterway, etc.).



03

If you're outside, is there an attractive backdrop that speaks to your personal interests outside of your career as a scientist? If you're inside, simple and uncluttered backgrounds work well. (Try to avoid plain white walls if possible.)



04

Be sure your lighting source is in front of you, and not behind you. This ensures that you will be easily and clearly seen and won't turn out like a dark silhouette.



05

It's usually best to frame yourself waist or shoulders up so people can see and hear you clearly. This might mean being two or three feet away from the camera.



06

Try to avoid loud or busy patterns, as well as logos, which can distract the viewer from what you're saying.



## Step Four: **Share Your Story**

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If you're happy with your videos, please visit our submission page:

<http://morethanscientists.org/for-scientists/>

You'll find instructions for uploading your videos to YouTube or Vimeo and you'll be asked to share a link. If you prefer we host the video, you can also send us a link to your video on Dropbox or another file sharing website.

More Than Scientists will notify you within two days when your video goes live. A new link will be sent to you for your video page. Please share it with your friends, family, neighbors, colleagues, representatives...heck, your whole address book! Your stories are important for people to hear!