ALPSP 50th celebrations: Video Guidelines

Introduction

ALPSP is excited to be celebrating its 50th anniversary in 2022. As part of several activities planned throughout the year, we are asking for volunteers to be part of a short 45-60 second video which will be shared across our YouTube, social media, website and other marketing channels. This aims to be informal, fun and outline key aspects of what ALPSP does, how you are involved with the association, and its role in the scholarly publishing community. We really appreciate you giving up your time to contribute and hope you found the following guidelines helpful.

Questions to answer on video (no need to answer all, if not relevant/possible)

- What is your involvement with ALPSP?
- What are you most proud of in your work with ALPSP?
- Where do you see ALPSP in 50 years?
- How long have you been involved with ALPSP?
- What’s your most favourite ALPSP moment? (eg could be a particular conference moment)
- What’s your favourite memory/music/song from any period over the last 50 years?
- What are you most excited about for the 50th anniversary year?

General tips for all recordings

- Do not sit with a window behind you as this will put you in silhouette. Facing a window will cast you in a better light. All lighting is good, but especially natural daylight (we suggest checking lighting before pressing record).
- Have your recording device (computer/phone) at eye level so you're not looking up or down.
- Use an external microphone if possible, the sound quality will be much better.
- Avoid shiny, close check or striped shirts as cameras do not pick these up well.
- Try to avoid a background that is too busy.
  Practice your responses in advance. Read through your ‘script’ several times to get a good sense of what you intend to say.
- When you answer the question, repeat the question in the response,
  eg: My involvement with ALPSP started in …../ In my work with ALPSP, I’m most proud of… / In 50 years time, I see ALPSP as…..
- Be aware of any background noise, record in a quiet space and do a test first so you can hear any unwanted sound. Things like fridges, TVs and other electronics can buzz in the background.
- Pretend you are talking to a friend, to keep it warm and friendly.
- Look into the camera lens/webcam as if it were your friend’s face.
- Feel free to be expressive and use body language.
• Speak slowly and clearly and pace your speaking.
• Schedule plenty of time to record. This will help to avoid feeling rushed and allow you to take all the time you need.
• Use plain language – to make it easier on yourself as you remember what to say, and to make your video as accessible as possible.
• Use short sentences with one idea per sentence. These will be easier to remember, and help you keep a nice pace.
• Ensure your mobile phone/other devices are on silent and that other distractions are kept to a minimum.
• Avoid using acronyms, if possible.

**Recording of sessions**

We would recommend that you record using a mobile phone (the quality is better).

• Film in landscape
• Ensure the camera is on a stable placement, which is supported (do not hold it by hand, as this can result in shaky footage). Position the camera to capture the top of your head to mid-torso.
• Position the screen so you appear in the centre.
• Sit roughly one metre (approx. three feet) away from the camera. Do not stand right up against a wall, give yourself some room, and give the video some depth.
• You don't have to sit, standing is fine too, as long as your head and shoulders are in shot.
• If a mistake is made, simply pause the recording, and start that section again (we can edit the content).
• Once you're happy with the video, please upload the MP4 file using WeTransfer and send to joe.mcmenamin@alpsp.org

**Thank you for your contribution to this project!**

Finally, smile and enjoy – we would love to make the videos as fun as possible for everyone to watch and share as part of the ALPSP 50th birthday celebrations!

Please email with any questions/queries: joe.mcmenamin@alpsp.org