

THE PIXEL PROJECT: HELPSHEET FOR THE “WALL OF SUPPORT” VIDEO ENDORSEMENTS

INTRODUCTION

The Wall of Support features endorsements from people from all walks of life who support the The Pixel Project and the Violence Against Women cause.

Unlike many campaigns that ask you to sign a standard written endorsement, The Pixel Project requests for video endorsements because it is **more personal and authentic** than just a sentence with your name or electronic signature tacked on at the end of it.

A YouTube video helps puts a human face and literally gives voice to everyone who supports the project and the cause.

So take a stand and join our growing chorus of voices around the world saying: “It’s time to stop violence against women. Together.”

GUIDELINES

- If you do not already have a YouTube account, please set one up at <http://www.youtube.com>. It’s free!
- Some tips that you might find handy when preparing to record your endorsement:
 - Download our Starter Script from the website. It is in PDF format.
 - If you cannot open the file, please email info@thepixelproject.net to request for the script in Word format.
 - Please use the Starter Script: We’ve provided it to help everyone stay on the same wavelength and stay on message. Besides – it’s sometimes hard to know where to start and this script can get you get started with what you want to say about Violence Against Women – you can even print out the script and scribble down notations (Hey – it worked for some of us!).
 - You can even rehearse your message with a friend before you start recording – he or she will be able to give you feedback on how you look and how you sound!
 - When you record your endorsement, don’t forget to:
 - Say your name, city and country when you begin so viewers will know where you come from!
 - Urge people to support The Pixel Project and to state our website URL – the more people we can reach and educate, the better!
 - Say our tagline: “It’s time to stop violence against women. Together” because we need the world to hear this message LOUD AND CLEAR.
 - Find a quiet, well-lit room with minimal noise interference and where you can be seen and heard clearly when recording your endorsement.

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- Set up your camera so it records you from the chest up and everyone can see your face clearly when you talk.
- Look straight into the camera and say your piece – it shouldn't take more than a minute or two!
- Upload your video to your YouTube account by following their instructions – make sure that the video is embeddable and share-able!
 - Then, submit the link to your video endorsement using our submission page.
- If you are not a heavy YouTube user and prefer not to open a YouTube account, email us at info@thepixelproject.net to get help with uploading your video to The Pixel Project's YouTube account instead.

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