

# American Turner Promotional Video

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## Project Goal

“What are Turners? And what do they do?”

We often hear those questions when we talk with others about our clubs. The goal of this project is to create a video that tells the story of the American Turners. A fifteen-minute video is the target, with additional commercial length videos as well. This is not a historical documentary, but a way to show a wide audience what we do. This program will highlight activities that show our motto in action: A sound mind in a sound body.

The program will be distributed to every Turner club. It will be a length and format that will work great for showing at the local Lions or Kiwanis or Rotary. You can use at club meetings or at promotional events and programs. It will also be uploaded to websites such as YouTube and Vimeo. You might even offer it to local community access cable stations.

## What We Want

To create the video, we need your help. We would like you to submit video clips that show off the best of what Turners do. These include the many physical activities found in our clubs — gymnastics, golf, bowling, dancing, aerial circus, cheerleading, stacking, and more. If your club hosts other types of activities, such as craft activities, music, or public programs, send video of those as well. Many clubs serve food and beverages and that's a part of our story too — we know how to have fun!

## Tips for Improving Your Video

We want to make this video to show Turnerism at its best, and that means using good quality video.

- The video clips should be at least HD (1080) or 4K. Most smart phones now take good video. I recommend an iPhone app called Filmic Pro to take it up a notch. Of course, if you have a member who has video equipment, that's even better.
- If you are taking video of an activity, shoot the video at multiple distances, including closeups and medium distance shots.
- Improve the lighting. Highlight the activity or face with a good light.
- Improve the sound. This makes a big difference in quality. As an alternative to the on-camera microphone, you can sound record on a dedicated device, like a Zoom H1 recorder and place it closer to the person or activity. Later we can sync it with the video.
- You will need to get a release form for everyone in the video! See attached.
- Video files can be quite large. Transfer them to a flash drive and mail the drive to Kate Payne at the National Office. Please include a brief description of each activity and a copy of all release forms.

Finally, understand that we won't be able to use everything that is submitted, so we ask your understanding. Every club, though, will receive mention in the video and your club will receive a copy of the final video.

Please submit your video clips no later than June 1, 2019.