



American Federation of State, County and Municipal Employees, AFL-CIO

Member Testimonials for Upcoming Video - deadline Feb. 18

You can watch these two sample videos ([here](#) and [here](#)) to see exactly what we're looking for.

We are hoping you'll add the voices, words, and faces to our upcoming new video called "Proud to Serve." It's easy to participate and requires no special skills—just enthusiasm and a digital camera. The video will be simple and positive and feature AFSCME members from all around the country saying why they are proud to be a public service worker.

Over the past few months, AFSCME has been running a "Stop the Lies" campaign to combat the lies about public service workers that have been perpetuated by the media and many politicians. Much of the campaign thus far has been focused on calling out those who are wrongly blaming public service workers for state and local budget crises. Now, we're adding in a focus on demonstrating the commitment and honor of millions of public service workers who are responsible for so many aspects of daily life. This additional focus will include a video starring your members.

The deadline for submissions is **Friday, Feb. 18**. Here's how to participate:

- You'll need a digital video camera—it doesn't need to be fancy! A flip cam or other digital camera or even your (decent quality) cell phone will work.
- Members should say on camera your first and last name, job, and how long you've been at it and share one sentence about why you are proud to serve.

The script MUST include the following phrases:

"My name is (FirstName LastName). I have been a (JobName) with the city/state of (City or State Name) for (##) years. I am proud to serve because (reason they are proud)."

- Download the release form [here](#). Make sure to have each member sign the form.
- Then upload each video clip separately for each member (NOT one long clip). Go to www.dropbox.com and just click the "log in" link in the upper right-hand corner of the page. (The home page will ask you to download the dropbox application, but you don't need to do that.)

Log in using the following info:

- Email: apa@afscme.org
PassWord: proudtoserve

If you'd like more detailed uploading instructions, [click here](#). Please scan and upload all video releases with your clips. If you cannot scan and upload them, please fax them back to Chuck Westover at (202) 429-1120. **Extended due date for video and release forms is February 18.**

That's it—it's that easy. We hope to get many clips—and we will use as many as possible. After we release the video, we will also invite more members to share why they are proud to serve (so everyone will have a chance to share).

Take a look at the notes below on getting the best video clips, and let us know if you have any questions by contacting Chuck Westover at (202) 429-1156 or cwestover@afscme.org.

Getting good, usable video clips

1. Shoot in a quiet place without any background noise. That usually means indoors, but not always.
2. Shoot close up. You want to focus on your subject's face—head and upper torso is usually sufficient. It's nice if the background behind your subject shows a workplace or something other than a blank wall, but don't worry too much about that.
3. speak loudly and a little slowly. We can't use the clip if we can't understand what they're saying.
4. For each subject, you'll want just two takes (two times through the script). That's it. Don't worry about shooting more and don't worry if it's not perfect!
5. You don't need to edit the video at all. Just send it along with the release!