



35th IWK Telethon for Children — Video Submission Requirements

We're looking for enthusiastic and outgoing individuals, families or groups to send us a video (:15 seconds or less) telling us how and from where they'll be tuning in to this year's 35th IWK Telethon for Children on CTV on June 1 & 2, 2019. Your video, if selected, will be featured on the IWK Foundation's social media channels — Facebook, Twitter, Instagram and Vimeo!

Important: Please review and check all submission requirements listed below before submitting your video to us.

All submissions must:

- Not infringe on any third-party rights (*please do not include company logos, music of any kind, intellectual property, etc.*)
- Not include any third-parties *who have not expressed permission* to be included in the video
- Be :15 seconds or less in length
- Be recorded in a quiet place to ensure there is no background noise or static
- Include submitter's contact information: Name, City/Town, Province, Email and Phone Number
- Be submitted to iwkfoundationweb@gmail.com with 'My IWK Telethon Video Submission' in the subject line
- Include the disclaimer statement listed below in the email to us, along with the video submission. We will not review video submissions that don't include the *Disclaimer Statement* in the email with the video submission.

IMPORTANT: Please read and include the following Disclaimer Statement in your email to us, along with your video submission. This is required if we are to consider using your video submission for promotion of the 35th IWK Telethon for Children on June 1 & 2, 2019.

Disclaimer Statement:

By submitting a video for consideration for promotion of the upcoming IWK Telethon on June 1 & 2, 2019, I/We acknowledge that all individuals featured in the video agree to have this video submission posted publicly and shared on the IWK Foundation's social channels (@IWKFoundation) — Facebook, Twitter, Instagram and Vimeo.

RELEASE: I/We discharge the IWK Foundation and its staff, sponsors, suppliers, partners, and any of its representatives from any existing or future claims of any kind whatsoever in connection with the video submission.



How to Create/Record a Video:

Presentation: Position/focus the video camera/smartphone such that it records you at approximately waist level; no more, no less. We will crop it as necessary.

Delivery: Speak clearly, adequate volume (not shouting, but strong voice), and make good eye contact with the camera. Be energetic, and let the real you shine through. If possible, memorize what you're saying or be able to speak off the cuff in a professional manner. (Note: Record for at least 5 seconds – looking into the camera – before and after you speak.)

Filming: If the camera is not stationary (tripod; recommended), the camera operator must maintain a still position. Most new cameras have image stabilization, which should minimize issues. (Note: Record a few tests to ensure adequate lighting.)

Suggested Video Sample Messaging for Use:

*"Hi! We are the **(insert last name)** from **(insert town/city name)** and we'll be watching the IWK Telethon for Children on CTV on June 1st and 2nd!"*

*"Hi! **(insert town/city name)** is watching the IWK Telethon for Children on CTV! Tune in and donate on June 1st and 2nd!"*

*"Hi! It's **(insert first name)** from **(insert town/city name)**. Be sure to tune in and donate to the IWK Telethon for Children on CTV on June 1st and 2nd!"*

*"My name is **(insert first name)** and I'll be watching the IWK Telethon for Children on CTV on June 1st and 2nd!"*

How to Save and Send Us Your Video:

Saving Your Video: To extract the video, connect the camera/phone to your computer and, using your camera's software (which you should have installed on the computer), save the file as an .MP4, .MPEG, .AVI or .MOV file (your software may have any or all of these options, depending on whether you have a Mac or PC, etc.).

Sending Us Your Video:

1. Include 'My IWK Telethon Video Submission' in the email subject line
2. Please email your video to iwkfoundationweb@gmail.com and remember to include your name, city/town, and your contact information (phone and telephone number)