



2024 Municipal & School Board Election

Video Tip Sheet

- Arrive 10 minutes before your confirmed time slot.
- Practice reading your script ahead of time.
- Be prepared to do a few takes, but not to exceed the 20 minutes allocated.
- Your approved video script will be put into a teleprompter to read.
- Wear solid colors (patterns, especially stripes, do not play well through camera)
- Tuck things in, straighten your collar, make sure your buttons aren't gapping.
- When seated for the shoot, sit up straight, lean slightly forward, put both feet on the ground and push them into the floor – this will help relieve jitters and create a nice posture.
- Try not to talk with your hands. This can be distracting for viewers.
- SMILE! Practice a slight smile for when you're speaking and a calm smile for your resting face. This makes you more relatable, appealing and persuasive.
- BE YOURSELF!