



**GET
ON
BOARD**

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Saitsa Board of Directors Election

Elections Photo & Video Guidelines

2025

Saitsa*
Elections

Elections Photo & Video Guidelines

Submission Requirements

- * **IMPORTANT: For each take of your video press record and wait for a full 3-second count of silence at the beginning and at the end of each clip. In that silence, continue to look at the camera and maintain a neutral presence (or smile!) before and after you speak.** This is where clips will fade in/out or be integrated with other parts of the video, without cutting into your dialogue.
- * **We request that you only shoot horizontally (landscape mode).**
- * Your video submission should not exceed 120 seconds (this doesn't include the 3 second intro and outro count.)
- * Your photo submission must be an image captured from the torso up, see attached image below as reference. Full-body photos or photos with other people in them will not be accepted.
- * Video file types MP4, MPEG, MPE, MPG, MOV, AVI are accepted. Reach out if you are having difficulty recording your video in one of these formats.
- * File sizes may vary, please contact us if you are having difficulty uploading your files due to their size.

Submission Guidelines

Setting

- * Choose a setting that is quiet and well lit. The surroundings should be interesting, but not the main focal point of the video. If you're in doubt about your setting options, choose a spot with a neutral background (neutral backgrounds are preferred but not required.)

- * Setting up in a room such as an office or dining area is fine, but take note if there are particularly distracting objects behind you. If possible, move them out of shot just for the time being.
- * Avoid outdoors if possible! Wind, traffic, and other noise can really cut through audio. If you do shoot outside choose a quiet spot on a calm day.

Angles & Movement

- * Shooting from lower/upward angles is not ideal. Set your phone or recording device to be level with (or just slightly above) your upper body and face.
- * Minimize movement of the camera/phone, and **avoid video shake**.

Framing

- * Take a test shot before you begin. Check to see there is sufficient space around your head and body and you are in the middle of the shot.
- * Attempt to include at least full half of the upper body in the shot (avoid being too close to the camera).

Timing

- * Speak clearly and take your time. Practice what you would like to say, or consider cue's directly behind the camera. Also, consider timing your practice run to see if it is a suitable length.

Lighting

- * Ideal lighting: full, comfortably bright room-light facing the subject (you) with the camera shot pointing from the general direction of the source of the light. Avoid direct sun and attempt to move to a more light-diffused area.
- * Avoid back-lit situations (for example, standing in front of a window where light is coming in behind you) this often produces a very blown-out background and dark subject.

Quality

- * For these takes, choose the **highest-quality version of video and audio** that your device (camera/phone) will allow (1920x1080 is ideal) If you can, increase the resolution of your footage as high as possible and enable video stabilization.



Please direct any questions to Husson, *Director, Strategic Marketing & Communications*
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