

Video Campaign Instructions



Who will record a video?

- The short answer? Anyone!
- WIC Staff, Participants, Grocers, Farmers Market Workers, Legislators, Medical Providers- anyone who is connected to WIC!

What you will need:

- Any device that records video: iPhone, digital camera (with video features), video camera, or a web cam on your computer.
- A video release form that anyone who records a video will sign. The form will be provided by CWA and can also be found on the We Need WIC Campaign page at www.calwic.org.

What should the videos say?

- Each video should start with the person's name, location, and connection to WIC, followed by why they need WIC. For example: "Hi, I'm Jane Smith from San Francisco, and I'm a WIC mom. I need WIC because it allows me to put a healthy dinner on the table for my two children. If Congress cuts WIC, I don't know what we will do."
- Need some ideas about what to say? CWA will provide some examples, as well as post them on the We Need WIC website at www.calwic.org.
- These should be natural and honest. We want them to show how WIC affects our entire community, and if Congress cuts WIC, everyone will suffer.

How to upload videos to We Need WIC's YouTube Site:

You have a few options for uploading the videos. **If you prefer, you can send them directly to CWA either on a disk, or via email, and we will upload them to the site for you.**

Or, you can do it yourself:

1. Go to www.youtube.com/weneedwic
2. Log in to the We Need WIC account. Login: weneedwic@calwic.org, password: wicworks.
3. On the upper left part of the screen, click "upload", and then "upload video".
4. YouTube will ask for more information about your video-
Title: create a unique name for your video. Example: We Need WIC- Jane Smith, Participant
Tags- N/A

Category- select “Nonprofit & Activism”

Privacy- Public

License- Standard YouTube

5. Click UPLOAD and you are done!

Helpful Tips:

- It might take 5 or 10 minutes to get a video uploaded, so don't worry if it seems slow. You can have the video uploading in the background and continue all your normal computer work, it shouldn't slow you down.
- If you know how to resize your video and shoot at a lower quality, try to do that- the videos do not need to be high quality! If you don't know how, don't worry about it.
- If you need any help at all, contact Donna at CWA: dhoffman@calwic.org, or 530-750-2280.