



**Junior
Achievement™**
of Greater St. Louis

VOLUNTEERS NEEDED!



now is your chance to become a volunteer by sharing your training and career experiences with our local youth by providing a short video

**THANK YOU FOR
INVESTING IN OUR
FUTURE!**



JA TRADES

We are seeking videos highlighting jobs in all trades to further help middle and high school students with career exploration and planning

**FOR MORE
INFORMATION:**

please contact Sheila Farrell at
sfarrell@jastl.org
636.634.1116



www.jastl.org

THEIR FUTURE BEGINS WITH JA!

Video Framework:

- Videos should be 3-5 minutes in length.
- JA will include a bumper for the video that includes an opening and closing graphic that directs the viewer to visit the JA site to learn more.
- JA will include subtitles. Name of volunteer, job title, and company name
- Volunteers must submit JA Media Release and know that JA may share all or part of their video submission and that by their submission they agree to this and that JA owns the video.

Tips for Presenting on Screen:

- Think of yourself as being in front of a group of students.
- At the beginning of a presentation, look at the camera and hold a smile for about 4-5 seconds. Do the same at the end.
- Speak clearly and louder than you think necessary, not yelling, but not using quiet conversational tones. Project your voice a bit.
- Refrain from references such as “good morning” or “good afternoon” since the video may be viewed at any time of the day.
- Refrain from sharing your full name and contact information, including social media handles, email addresses, websites, or phone numbers.
- Do not encourage students to reach out to you directly for more information.
- Sometimes it is helpful for the on-screen presenter to ask a question and pause to allow for “think time”.
- Review the camera angle so that the view is straight on, not tilted up or down, and not too close or too far away.
- Choose a filming location with minimal visual and audio distractions. A solid wall or backdrop with a company logo is preferred. We request you not film in a bedroom or other private, personal space.
- Due to copyright and legal issues, only use the materials and resources associated with the JA Program. Avoid using / showing other name-brand products, assets, etc.
 - The on-screen presenter should wear work-appropriate clothing and avoid wearing logos for national retailers.

Filming Specs:

- When filming with any device use the landscape orientation.
- JA will include a bumper for the video that includes an opening and closing JA graphic.
- It is best practice if one person can hold the recording/filming device while a second person is in front of the camera.
- When planning your filming approach, include time to do some test recordings so you can check the noise around you, sound/audio, and your recording approach.

JA Volunteer:

- [UPLOAD VIDEO HERE](#)
- Questions? Contact Sheila Farrell at sfarrell@jastl.org or 636-634-1116