



BAY DAY FESTIVAL

A GALVESTON BAY FOUNDATION EVENT

2020 VIRTUAL BAY DAY PARTICIPATION INSTRUCTIONS

Galveston Bay Foundation is excited to announce that our **2020 Bay Day Festival is going VIRTUAL on Saturday, May 16 2020!** With your support, families will be able to virtually access Bay Day Festival exhibitions and be provided with crucial educational online learning opportunities during this time. We will advertise and post this virtual event on many different media outlets, stretching our audience reach far and wide!

Exhibitor participation is vital to making this event a success and provides a valuable opportunity for you to teach viewers about your mission. We are asking exhibitors to provide a maximum 5-minute long video clip that features your exhibit including and introduction of your organization and mission, and any activity, items, animals, etc. that apply. You can make a new video or submit an existing video if you already have one. Our media team will post the videos on our YouTube channel, webpage (galvbay.org/bayday), Facebook event and more.

Here is a step-by-step guide on how to participate:

Step 1: E-mail Emily Ford at eford@galvbay.org with a 2-3 sentence summary of what your video will feature. Deadline for the summary is **Friday, April 24th 2020**.

Step 2: Prepare and submit your 5-minute video! **Please see next page for important video-making instructions.** Upload your video to our [Google Drive](#) by **Friday, May 1, 2020**.

Step 3: Share and follow Galveston Bay Foundation's Virtual Bay Day postings! Follow us on [Facebook](#), [Twitter](#) and [Instagram](#). We will send important links and information to all participating exhibitors as those become available. **Virtual Bay Day Festival will take place on Saturday, May 16 2020.**

Thank you for participating! We are really looking forward to making Virtual Bay Day a success with you!

If you have any questions at all, please e-mail Emily Ford at eford@galvbay.org or call her at (281) 740-0534.



INSTRUCTIONS FOR MAKING YOUR VIDEO

Format

- Please submit a **.mp4** or **.mov** file to the Google Drive link

Visuals

- If recording on your cellphone, make sure to flip your phone to where you're recording **horizontally!** Vertical videos do not transfer well to other media.
- If possible, film in a high resolution such as 1080p or 4k. This will ensure Galveston Bay Foundation's videos will be exported at the highest possible quality.
 - You can change the resolution by going to your camera setting on your iPhone/android device. See photo below.



- Please be sure to focus on your subject.
 - This can be done by tapping and holding your finger on the subject on your phone until the focus lock appears.
- Film in good lighting.
 - If filming indoors, be sure to record next to a window (natural light is the best light).

Audio

- Be aware of your surroundings.
 - Try not to record in noisy conditions (wind, airplanes, lawnmowers, etc.)
 - If these conditions are hard to escape, please allow time for them to die down and record again. Or record inside in a quiet place.

Clip Length

- When filming your clips, it is best to record longer clips (preferably one long clip to maximize efficiency for Galveston Bay Foundation's media team when they edit the videos)
 - Keep rolling even if you mess up, just pause and begin again.
 - This will also avoid weird shifts in positions and other continuity errors.

Additional Tips

- Remember to smile and speak with confidence.
- Do not stress about being in front of a camera.
- Take a deep breath and know that you all are doing amazing and making a difference!