

# 2020 MMHA

# That '70s



# Star Awards

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## Video Submission Checklist

To be considered for a community category, video submissions must meet the following criteria:

### 1. A virtual tour (one full segment) of the community highlighting the following:

- Community Signage and Entrance (signage visibility/maintenance will be important!)
- Gatehouse (if the community has one)
- Building, Grounds, and Landscaping
- Fair Housing Poster location
- Leasing Center/Front Desk (front door/entrance, leasing center/front desk, sales aids, leasing center/front desk team members)
- Apartment home – Model or Vacant Unit (tour of interior)
- Common area & Amenities (hallways, interior and exterior common areas, mailbox area, laundry facilities, pool area, balconies and or terraces, storage areas)
- Maintenance Shop (make sure to highlight eyewash station, First Aid Kit, Material Safety Data Information)

### 2. Tell us why your community is awesome

#### Tips for making a great video:

**ESTABLISH A PLAN:** Before you ever start videoing, you should think about what type of video will be most comfortable for you. Your video could be you speaking directly to the camera, having someone interview you, having co-workers talking about you, or a slideshow with a voiceover—or a combination of any these. Feel free to speak in the language you are most comfortable with in your video. However, you will need to include English subtitles, or have someone translate what you said into English during the video to ensure our judges fully understand what was said.

**ASK FOR HELP:** Don't be afraid to ask your co-workers, friends, or family for help in creating your video. Especially if you have never created a video before, it would be helpful to enlist the help of others. Contact the MMHA office at [gmedoro@mmhaonline.org](mailto:gmedoro@mmhaonline.org) if you need help.

**SCRIPT:** We have outlined important information that you should include in your video. Take time to think about what you are going to say and even write yourself a script, but try to avoid reading directly from your script during your video.

**LANDSCAPE ORIENTATION:** If using your phone to take the video, make sure you record the video in landscape orientation (holding your phone horizontally, not vertically). This maximizes the image on the screen.

**OUTSIDE NOISE:** Should you choose to record your video outside make sure you consider the wind noise and other noises that could make it difficult for the judges to hear someone speaking in the video. Avoid taking the video on a windy day or near a road with traffic. If you need to record outside, consider connecting a microphone to help ensure you get good audio of the person speaking, or recording your audio separately and add it to the video later. Check out Amazon.com for inexpensive microphones, and YouTube for how to use them.

**MUSIC:** If using music in your video, make sure you don't have music playing while anyone is talking, or make sure the music is low enough that you can hear what the people are saying in the video. What is being said is more important than the music.

**EDITING:** While you can submit a video that was recorded in one take, you can also edit your video and take advantage of re-do's or "takes." Many video apps and programs will allow you to cut and piece together video clips so you can use the best take when creating your video - and many are free! These apps and programs can be intuitive and easy to use, so you don't have to be video pro to use them. If you are using a free app make sure to look for restrictions on the quality of video you can send/upload and if they put a watermark on your video - these things can be a problem when trying to make a high-quality professional video. If you're not sure, test it before investing a lot of time to create your video only to find out they have restrictions. Here are a few useful editing Apps: Videoshop, Splice, Youcut, iMovie. If you have a computer you should have video editing software on your computer already - Mac computers have iMovie, and Windows computers have Movie Maker.

**KEEP IT CLASSY:** With all the video editors out there, you can get very creative with your video. We want you to show your personality in your video but remember the goal is to show yourself as a professional. Don't go overboard with crazy filters or enhancements.

**REVIEW YOUR VIDEO:** Make sure you take the time to watch your video before submitting it to be judged. Will the judges be able to see and hear everything clearly? If not, you need to make adjustments to ensure you are submitting a high-quality video