



ZENITH AWARDS NOMINEE VIDEO GUIDELINES

COMMUNITY RENOVATION AWARD

Congratulations on your Zenith Awards nomination! In order for our judges to learn more about your apartment community we are asking you to submit a video that will be used for judging.

THE DEADLINE TO SUBMIT YOUR VIDEO IS FRIDAY, OCTOBER 4TH.

Videos must be submitted via YouTube to Nicole Krouse at nkrouse@taaonline.org. You can make your video "unlisted" on YouTube so that only those who have a link can view your video and it will not be visible to the public. You will receive a confirmation email letting you know we received your video. If you don't receive a confirmation email, then please send again.

Here are a few guidelines to help you create your video:

- 1. Introduce the Community & Team.** Make sure you tell us the name of your apartment community and the Zenith Award you were nominated for, introduce the staff at your apartment community including their job title and responsibilities, tell us what year the community was built, and how many units are at the community, give us a tour of the community (include exterior & interior, and a model apartment if available, and show us your amenities.
- 2. Show off Your Renovation.** Please answer the questions on the reverse side of this page during your video. Before you show us the results of your renovation, our judges will need to see what your apartment community looked like before – you may not have video of the before, but you can certainly add before pictures to your video. Now take us on a tour of your apartment community to show off the renovation. Next it is important to share details about the renovation. You can explain why the renovation was necessary, what were the goals of the renovation, what work was done during the renovation, how long did the renovation take, what was the cost of the renovation, what is the anticipated additional revenue generated as a result of the renovation, etc.
- 3. Make a Good Video.** Make sure you submit a good quality video for the judges to review. View our video tips to make sure you are creating the best possible video for the judges. It is very important that judges be able to see and hear you clearly on the video, and that you present yourself in a professional manner. We encourage you to be creative, just keep it classy. When it comes to the content of your video, the key is quality not quantity. If you can provide all the information you think the judges need in a short amount of time, that works. Don't feel like you need to create a video that uses the full 10 minutes. If you are not sure how to create a video, please contact the TAA office at 918-747-6217 or info@taaonline.org and we will give you guidance to get you started.

NOMINEE VIDEOS SHOULD NOT EXCEED 10 MINUTES.

IMPORTANT QUESTIONS TO ANSWER DURING YOUR ZENITH AWARDS NOMINEE VIDEO

Community Renovation Award

1. Tell us the name of your apartment community and the Zenith Award for which you have been nominated.
2. What year was your apartment community built, and when was the renovation completed?
3. How many units does the apartment community have & what amenities do you offer? Explain the unit mix and the amenities.
4. Why was the renovation necessary? This is a great opportunity for you to show before pictures.
5. What work was done during the renovation, and how long did it take?
6. What was the cost of the renovation? And what is the projected additional revenue as a result of the renovation?
7. Did you achieve the goals of your renovation?
8. What are residents saying about your apartment community since the renovation has been completed?

You are welcome to enlist the help of others in your video. For example, you could record your supervisors, owners, or management staff sharing the information about your apartment community. You could have vendors who helped with the renovation share their stories of the renovation process, or interview residents and have them share their perceptions of the renovation.

TIPS FOR CREATING A GREAT NOMINEE 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. There are many formats you can use, and you should choose an option you are comfortable with. If English is not the language you are most comfortable with, feel free to speak in the language you are most comfortable with in your video. However, you will need 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 wise to enlist the help of others. Contact the TAA office at info@taaonline.org if you need help and we can put you in contact with individuals that have volunteered to help with videos.

SCRIPT: We have outlined important questions that you should answer during your video. Take time to think about your answers 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. If you are not sure what app to use for video editing, ask a co-worker, friend, family member...or a kid in your life! Again, video editing is not required, but you can do editing to your video if you would like.

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.