



Film and TV Tax Credit Program - Career Readiness Requirement

A GUIDE TO CREATING VIDEO TESTIMONIALS

Thank you for your interest in recording a video testimonial on your experience with the Career Readiness Program. This guide is to help you record an effective video. It doesn't have to be fancy. Using the computer you are on RIGHT NOW (or phone) simply record a short 15-60 seconds video, indicating the impact the experience made on you, or the main benefit you might have taken away.

Technical Notes

- 1) Record in a quiet place with decent lighting.
- 2) If using a phone, hold it horizontally when you record; a TRIPOD will help with stability, but it isn't essential.
- 3) Close-up or medium close-up shots are preferred. Avoid using a low angle shooting UP at your face.
- 4) Feel free to send us multiple takes; we can select the best bits and cut them together.
- 5) Be natural and sincere.

You can send the footage or a link to the video to IncentiveProgram3@film.ca.gov with "CAREER READINESS VIDEO TESTIMONIAL" in the subject line.

The testimonials that most effectively communicate the speakers' experiences are compiled and posted on our website.

Please note that by providing a video testimonial, you are giving the California Film Commission permission to use it for promotional purposes for the tax credit program.

We are trying to replicate the wonderful experience you had for others, perhaps MANY others.

If you have questions about this, please reach out to Jerram Swartz at jswartz@film.ca.gov.

Thank you! We appreciate your effort to share your experiences with others.