

## Teacher Core Revolution Videos

Thank you so much for your interest in lending your voice to the *Teacher Core Revolution*. Although we've all been doing amazing work in our classrooms for years, education is moving in an exciting, unified direction because of the Common Core. To address opposition, let's unite to share the following message with parents in a series of videos: "The Common Core is common sense for YOUR child." Please add a video to our collection. We need your voice! (and you will become an education reality star. Move over, *Amazing Race!*)

### Tips for Writing Your Script

- When planning your video, write your script in 150 words or less. What is the most important message you want to send to parents? Write, rewrite, memorize.
- Begin your video with a short demographic statement, such as, "I am \_\_\_\_\_. I teach \_\_\_\_\_ grade/\_\_\_\_\_ (subject area) in \_\_\_\_\_ (city, state). If you are a parent, you may want to note that here (optional).
- Directly address parent viewers. You could even begin with, "Dear Mom and Dad" to make a personal connection.
- Use language that all parents will understand, and if you use any educational jargon, provide some context clues - like a mini lesson!
- End each video with the tagline, "The Common Core is common sense for YOUR child." In addition to speaking this line, have it displayed as well. You can write it on paper, or be super creative! Surprise us.
- Focus on the promises of the future instead of what we've done in the past.
- Feel free to use personal stories or involve your own children in the video. Protect student confidentiality if you share anecdotes.
- Speak in any language you're fluent in. We want all parents to hear this message.
- Record your video on a Smartphone. Follow the tips at the end of this document to ensure the highest quality.

### Tips for Shooting Videos with Smartphones

- Always shoot with the camera in landscape by turning the phone horizontal.
- Use a tripod if you have one or if you don't have a tripod set your phone on a table or something sturdy to stabilize the image. If someone is videotaping, choose someone with steady hands!
- Make sure that you are in a quiet room with a lot of light. Make sure you are close enough to the device that you can easily be heard when you play it back. Stand or sit so that the top of your head almost touches the top of the screen and the bottom of the screen is at your waist. Something like this:



- Remember that this is digital so watch the video after you shoot to make sure it looks & sounds good and you aren't a shadow. Parents need to see your beautiful face!
- If you'd like an overview on how to create great videos, you may find this [Teaching Channel video](#) helpful.

### **Recording and Sharing Your Video With Us**

1. Download the "YouTube Capture" app.
2. Create an account. Your videos are private until you share them. It creates a locked video.
3. Create a title using the following formula: Teacher Core Revolution: name and location. (i.e, Teacher Core Revolution: Elmo, Sesame Street)
4. Upload.
5. Click on video and it creates a link.
6. Copy and paste the link into an email to [teachercorerevolution@gmail.com](mailto:teachercorerevolution@gmail.com)

When we receive your video, we may include all, or part of it, in a video compilation that will be distributed nationally using various media channels.

Thank you!

The Teacher Core Revolution Team

Email [teachercorerevolution@gmail.com](mailto:teachercorerevolution@gmail.com) if you have any questions.