

“Vote the Ocean” Instructions To Submit A Video

Ocean Champions needs your voice! We’re launching a new campaign this spring because the stakes have never been higher to fight for our ocean.

What is the “Vote the Ocean” Campaign?

It’s a call to action, a message and a mission designed to inspire political actions for the ocean among voters. We want to introduce you to the candidates that support ocean conservation legislation and how a specific piece of legislation will affect the ocean. With the right ocean champions in Congress, we can strengthen the foundation for a healthy ocean. And only you can help us do this when you “Vote the Ocean” in 2016.

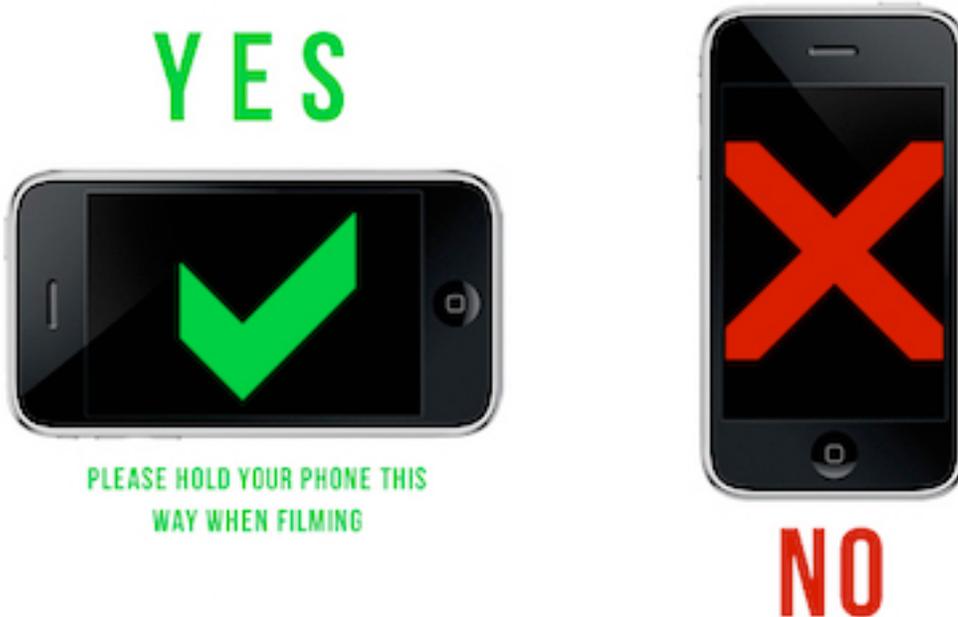
What we would like from you is a short testimonial video that tells us why you want a healthy and productive ocean and how you will take political action for ocean conservation. We will share this on Ocean Champions website and social media to introduce other young voters to the “Vote the Ocean” campaign and Ocean Champions, and to inspire them to take political action for the ocean.

What is taking political action for the ocean?

- It’s voting for candidates that champion a healthy ocean and pro-ocean policies.
- It’s voting for pro-ocean legislation.
- It’s asking how any policy will affect the ocean.
- It’s spreading the word about Vote the Ocean.

Instructions

1. Videos should be between :15 and :45 seconds in length, unedited and no more than 2 gigabytes shot in landscape mode:



2. Video content should be focused specifically on “Vote the Ocean” messaging, see sample messages below. We cannot use footage that names other affiliated organizations.
3. If you’re using a camera or a smart phone, we recommend that you place it on a tripod, a stable surface or even have a friend hold the camera for you.
4. Avoid being backlit, meaning, make sure there are no strong light sources behind you. Daylight is desirable.
5. Make sure there is little or no background noise. We want to hear your voice without interference.

6. When you're happy with your video, please send the files using wetransfer.com. Add chris@oceanchampions.org as the "friend" in the message box, and include your email. Be sure to include your name, city and state in the message box.
7. Please send the attached **video release form** directly to chris@oceanchampions.org after you've uploaded the file to wetransfer.com
8. To stay up to date when the videos are posted sign up for Ocean Champions emails on our homepage <https://www.oceanchampions.org/> Follow us on Facebook <https://www.facebook.com/OceanChampions> Twitter <https://twitter.com/OceanChampions> and Instagram <https://instagram.com/oceanchampions/>

Here are a few examples of the type of message we're looking for:

"I'm going to Vote the Ocean because I owe it to my generation and future generations to protect our most important resource"

"My name is _____ and I'm going to Vote the Ocean"

"I'm going to vote the ocean because it takes ocean champions to protect what I love."

"To vote the ocean is to vote for candidates who will protect our ocean."

"I'm voting the ocean because I want to (swim or surf or sail, or insert other activity) in unpolluted water."

"I care about ocean issues such as (overfishing, ocean acidification, plastic pollution, or insert issue that means to speaker) and that is why I am voting the ocean."

This is about you, so please feel free to share your personal experience with the ocean and what it means to you. Thank you for your contribution, and please note, all of the material will be edited and we may not be able to use all of it.

Here's a link with a few simple tips on setting up your testimonial video shot.

<https://www.candidio.com/blog/how-to-shoot-an-interview-with-your-iphone-tips-to-compose-the-shot>

Have questions? Just email us at chris@oceanchampions.org and we'll help get you dialed in! **Share "Vote the Ocean" with your friends and remember to Vote in November!**