



CHANGE THE WORLD, START WITH ENERGY STAR®

Be an ENERGY STAR Video Challenge Capturing Video at Your ENERGY STARs Across America Event

This year, U.S. EPA is challenging people across the country to share their stories in the Be an ENERGY STAR Video Challenge. We already know that millions of people nationwide are making changes to be more energy efficient with ENERGY STAR. Why not give them an opportunity to showcase their efforts? Starting on Earth Day 2011, we're encouraging Americans to pick up their home video camera and record a video showcasing how they helped protect the environment by saving energy at home, school, work, and in their community.

Your organization can join the video challenge as well! What better place to capture a video than at YOUR organization's [ENERGY STARs Across America](#) event? Your event attendees can use this opportunity to tell the world about what they are doing to save energy and help prevent climate change. We are collecting videos from Earth Day until September 16, 2011. At that time we will ask the online world to vote for the best submissions and our winners will star in a video produced by the EPA that will be spread throughout social media! Videos submitted (maximum 2 minutes in length) may be displayed on [energystar.gov](#) and ENERGY STAR's Facebook and YouTube pages for the world to see. Everyone who submits video will get a chance to be a STAR!

CHOOSE A VIDEO COLLECTION METHOD

Your organization has several unique opportunities to capture video at your ENERGY STARs Across America event. The following options provide a range of ideas to help get you started.

Option 1: Rent a video kiosk

Renting a video kiosk or video booth is a great way to capture footage at your event. Depending on the vendor, not only does the kiosk provide your organization with an additional branding opportunity, but also provides those interested in sharing their story a well-defined and semi-private space to record.

The cost of renting a video kiosk is typically about \$700 and up, depending on the number of hours rented, additional features, and branded pieces you want to add. Most vendors are willing to provide their video kiosks for at least four hours and include time to load-in and load-out. If your ENERGY STARs Across America event is at an established event with specific loading times (like a fair, festival, or tradeshow), be sure to coordinate with the venue.

Below are links to companies across the country that offer video kiosk rental opportunities. Please note that some of the companies limit service to specific regions.

- [Gabzebo](#)
- [Video Booth Systems](#)
- [Guest Moments](#)
- [Brand Image Productions](#)
- [Ubooth](#)
- [Video Guestbook by ISH Events](#)

Option 2: Hire a local video crew (or use in-house staff) to capture video testimonials.

Another great way to capture video for the Be an ENERGY STAR Video Challenge is through the use of a local video crew—or if you have one, an in-house staff expert. Filming with a video crew provides you the opportunity to capture more personal and pointed stories because you can interact with the participants and help refine their messages by asking questions.

To identify a video crew in your area, start by completing a simple Google search (e.g., Video Crew Washington D.C. or Video Production Company Washington D.C.). Prices will vary depending on geographical location, type of video shooting, hours, etc., but should be around \$1,000 – \$1,800. If your organization decides to capture video using a local crew, check out our [Tips for Producing Video Testimonial](#) document in the [ENERGY STAR event toolkit](#).

Option 3: Set up a laptop and webcam station.

If your organization is looking for a quick, low-cost way to capture video for the Be an ENERGY STAR Video Challenge, consider setting up a laptop and webcam station at your event. The great thing about setting up a laptop and webcam station, complete with internet access, is that people can upload their videos by simply clicking on the Share Your Story button on www.energystar.gov/changetheworld.

To start, check with your organization to see if you can borrow these two items. Most organizations offer at least one or two laptops for rent as long as you schedule them in advance. If your organization doesn't already own a webcam, you can purchase this item at a local electronics store or online (webcam price range: approximately \$40 – \$80).

Once your organization has all the necessary supplies, begin thinking about the logistics of capturing video at your event. Here are some tips to help:

- Make sure your organization will have access to a power source and internet at the event.
- Place the laptop and webcam station in a quiet area at the event to avoid noise interference with the audio portion of the recording.
- For optimal video quality, make sure the laptop and webcam station are in a shaded area—otherwise you won't be able to see the speaker.
- Be sure to have a signage with a clear question visible. You may even want to have a designated person assisting at this station.
- Create a reminder near the webcam to encourage users to look at the camera when they speak (instead of looking at the computer screen). This will ensure maximum eye contact in the video your organization collects.
- Think about creating a backdrop – this allows your organization an opportunity to brand the video and get even more visual presence in our Be an ENERGY STAR Video Challenge!

ADDITIONAL INFORMATION FOR YOUR EVENT

No matter which video collection method your organization chooses, below are some helpful reminders for the day(s) of your event.

Staff Encouragement and Guidance: While some people will flat-out refuse to be recorded, others will be eager, and some just need a little encouragement. When staffing your event, consider having a designated staff member to help promote the Be an ENERGY STAR Video Challenge, encourage and gather people to come to the recording area, and walk event-goers through the video process. Staff encouragement will help guarantee maximum story collection. An important motivator is to let your visitors know that by sharing their story, they may inspire others to save energy, too.

Develop a Backdrop: Position the video camera in a place where the background isn't distracting. If you want to develop a standard background, consider printing on sturdy material (i.e., a cloth drop) with a logo of your organization to create a visual brand presence for when the videos are viewed. This will ensure that your brand is part of the Be an ENERGY STAR Video Challenge. The best application is to have a repeating design so that logo(s) are always in-frame and recognizable.

Release Forms: To protect your organization when shooting video to show online, on television, or in other public venues, you must have permission from the people appearing in your video to use their image, likeness, or voice. You can usually secure permission by obtaining a release from them. This can be done with either a video talent release form or through the use of a general release for people to sign at the event. Consult your legal department about releases for your event. Additionally, make sure that you have permission from a parent or guardian before interviewing children.

If you are collecting and submitting video in an effort to participate in the Be an ENERGY STAR Video Challenge, please add the following paragraph to your video release form:

By submitting this video you are signifying that you have the rights to this video and are not violating any copyright laws. You are also agreeing to the use of the video being included in an online event produced by the U.S. Environmental Protection Agency (EPA), and the use of your likeness for online, broadcast, and/or print purposes within the context of EPA and EPA's ENERGY STAR program. You also signify that you are over 18 years of age or if not, that you have your parents consent to submit this video.

SUBMITTING VIDEOS POST-EVENT

Once you collect videos and release forms for inclusion in the video challenge, you may submit the video(s) to EPA for possible broadcast on energystar.gov and in the Be an ENERGY STAR Video Challenge. E-mail us at changetheworld@energystar.gov for instructions.

One More Way to Get Involved

An additional way that you can get involved with the Be an ENERGY STAR Video Challenge is to produce a video of your event. As a partner you will not be eligible to win the contest, but your video will be shown on our website, Facebook and on YouTube, letting the world see the great things that your organization is doing in your partnership with ENERGY STAR. Submit these videos to Brittney Gordon at: Gordon.Brittney@epa.gov.