# Video script

Common best practices for taking a video:

* Cell phone video is fine and should be high enough quality. If using a phone, consider turning it horizontally depending on how you plan to use the video and where it will be shown.
* Be sure to hold the camera/phone steady or use a tripod while filming.
* Be sure the subject is well lit.
* Speak clearly.
* For this particular video: Read with excitement and exude positivity.

Hello, I am Principal [Name], and I am so happy that you and your family are part of the [School name] family. I am excited to share that we are offering our families a great resource that will help all parents support their child’s reading practice at home. For those of you who sign up for this new program, both you and your child will get free access to an app called Learning Upgrade. On Learning Upgrade, your child will have access to fun reading lessons with games and music, and they can use it on a phone, tablet, or computer so they can practice at home. You, the parent, will be connected with a learning mentor who will communicate with you through the app to share ideas and other activities for using Learning Upgrade to help your child build their reading skills.

To sign up for the Learning Upgrade Home Literacy Project, go to info.proliteracy.org/learning-upgrade-sign-up or scan the QR code at the end of this video. If you have questions about the project, you can email XXX at [XXX@proliteracy.org](mailto:XXX@proliteracy.org).

I hope you join this great program.

Thank you.