# 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 [Name, Title] at [Organization Name], and I am excited to share that we are offering a great new program called the Home Literacy Project that will help anyone who is interested improve their reading. For those of you who sign up for this program, you will get free access to an app called Learning Upgrade. On Learning Upgrade, you feel like you’re playing a game on your phone as you follow lessons with games and music. You will also 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 build your reading skills so you can do more for yourself and your family.

To sign up for the Home Literacy Project, go to <https://info.proliteracy.org/home-literacy-project> or scan the QR code at the end of this video. If you have questions about the project, you can email Katie Murphy at kmurphy@proliteracy.org.

I hope you join this great program.

Thank you.