

IN ONE MINUTE – THE EUROPEAN DAY OF PARKS 2021

For the occasion of the European Day of Parks 2021, apart from encouraging you to share any activity or celebration that you plan to organise in your Park, we would like to count with your support to:

Record an inspirational, fun and informative ONE minute video message!

The objective of the **“In One Minute” campaign** is to explain what visitors can expect once they are free to return to your Park without COVID restrictions. What has changed? How has COVID influenced the park? Tell us!

EUROPARC will release these videos leading up to the 24th of May through our communication channels. Are you willing to support us in this campaign? Keep reading!

HOW TO RECORD A GOOD VIDEO MESSAGE ?

For some of you this can be a piece of cake, but for some others this may be the first attempt to video making. But don't be discouraged! Below you can find some basic instructions to produce a video message that will resound all across the continent.

CHOOSE YOUR SUBJECT

This year we want to highlight **the role of youth in Parks**, so we encourage you to find a youngster that is knowledgeable of your park. A volunteer? A young member of your staff? A well-known visitor? If you cannot find a young person, any other adult will be good... as we are all young in our souls.

PREPARE YOUR SPEECH

Hoping that the theme **Parks: The Next Generation** will inspire you to look deeply in the way that we and our Parks have changed during this last and exceptional year, we would like to hear from your personal experiences what you envision for the next generations: Are you planning to prepare your park for the arrival of new visitors? Are you trying a new way of communicating with them?

Remember that your message should not last more than ONE minute! So we encourage you to **prepare and time your speech before recording it.**

GET YOUR EQUIPMENT READY

Once you have your subject and speech, you can get your equipment ready to roll. The choice of equipment is on you, but we recommend the following options:

For Beginner Filmmakers	For Advanced Filmmakers
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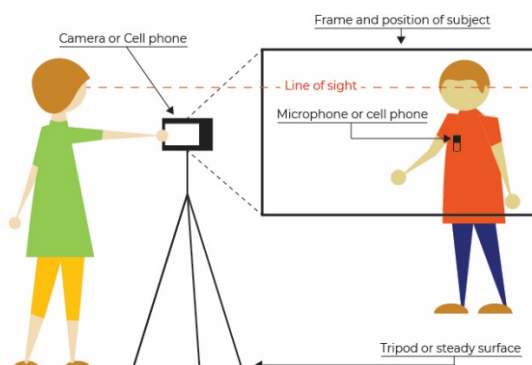


<p style="text-align: center;">Video:</p> <p>Use your cell phone to record the video message in the following way:</p> <ul style="list-style-type: none"> • Set your cell phone in recording mode, landscape position. • Use a hard surface or a tripod to ensure the image is steady. <p style="text-align: center;">Sound:</p> <p>Use a second cell phone located close to the speaker to ensure good audio quality</p> <ul style="list-style-type: none"> • The chest pocket can be a good place to put the second cell phone. • You can record just the sound with a sound recorder app, or record a normal video from which we will extract the sound. 	<p style="text-align: center;">Video:</p> <p>Use a camera with video recording function on a tripod and the following settings:</p> <ul style="list-style-type: none"> • File format: MPEG-4 or MOV; • Video codec: H.264; • Image resolution in HD: 1920x1080; <p style="text-align: center;">Sound:</p> <p>You must use an external microphone to ensure good audio quality. We recommend either a lavalier mic plugged to your camera or an external recorder.</p> <ul style="list-style-type: none"> • Audio codec: AAC; • Sound recorded in Stereo; • Audio bitrate: 128 kbps or better;
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SET THE SCENE

To record the video message, set the scene in an environment with enough light to see him/her but without background noise or wind. Preferably, try to record outdoors, in a nice landscape or location of your park. Remember the following tips:

- Make sure the speaker's face is not in the shade and **avoid back light**;
- **Avoid wind** or background noises at all cost.
- **Record in a cloudy day**, it will be easier to get a smooth uniform light on your scene than in a sunny day.



Use this diagram for reference on how to record your video message

...AND HIT RECORD!

The time has arrived! Check your set up, clear your voice and hit record! But don't forget the following tips:

- You can choose to record your video message **in English or in your local language** – remember that we will not provide translation for your message.
- Record your message on a row, **without cuts**.
- Remember to use an external microphone or cell phone to record the sound, and hit record in both devices at the same time - **the video and the voice must match!**

AFTER RECORDING...

After recording and saving your message, you can send it to us using a file sharing platform like WeTransfer addressed to the email communications@europarc.org. **Please send us your video message by April 19th 2021.**

Remember to send us both files containing the video and the sound! EUROPARC will not edit your video message, but we will do the following adjustments:

- Merge and synchronize your video and sound files in order to get the best quality possible.
- Add the European Day of Parks 2021 logo to the beginning of your message.

DISCLAIMER

By participating in this challenge, you give your consent to EUROPARC Federation to carry out small edition of your video and sound files, add the European Day of Parks 2021 logo and additional information to identify your park and events to it, and publish and distribute the results on EUROPARC communication channels.