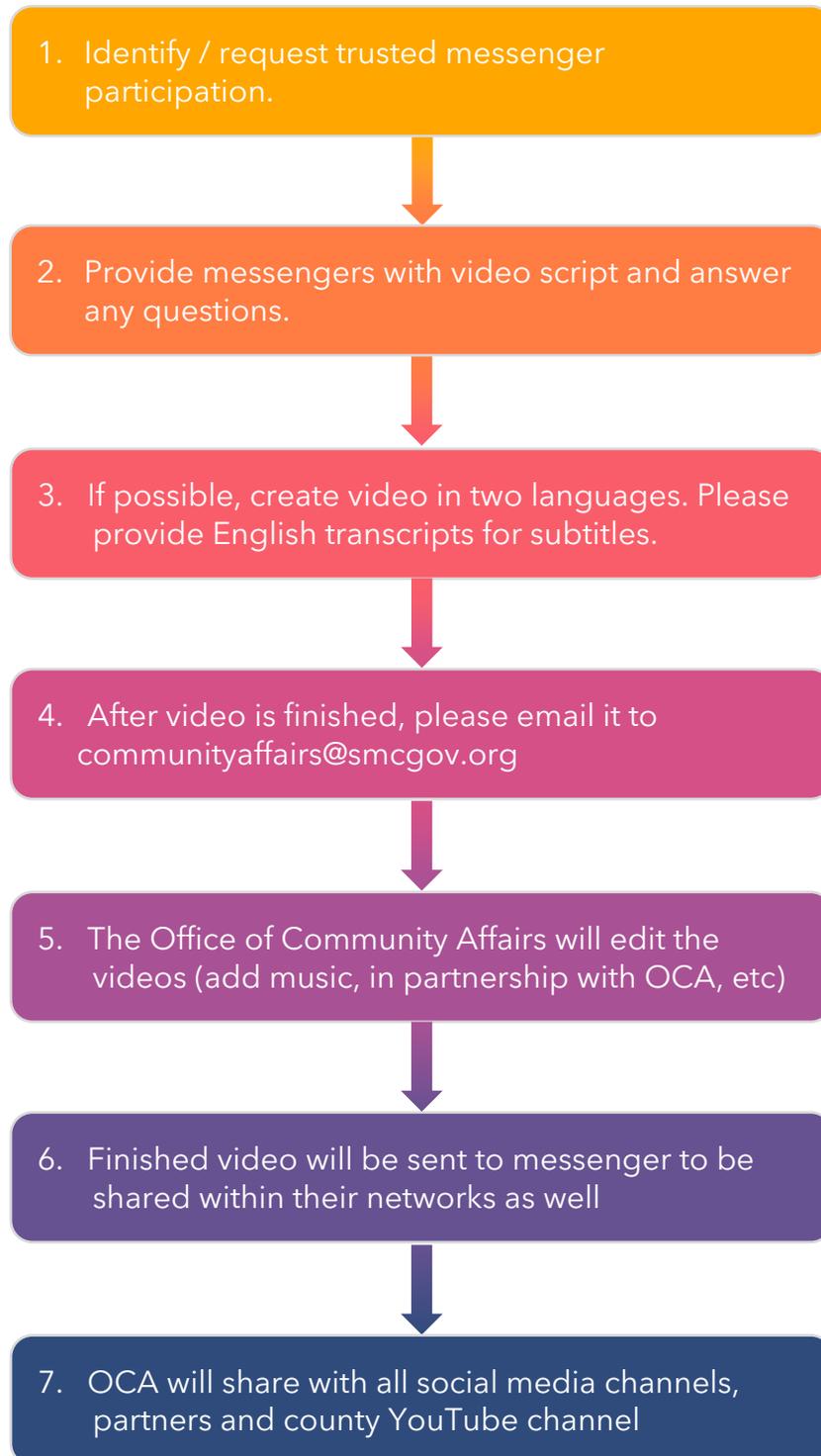


COVID-19 Rental Relief Community Videos – Process Overview



SECTION 1: TIPS FOR SELF-RECORDING VIDEO

Tip 1: Write a quick script.

You don't have to memorize it verbatim, but we find it helpful to have a clear idea of what you want to say. You want it to be no longer than a minute (or two at the very, very most). Thirty seconds is generally best. Most viewers may not get past the seven-second mark, so it's important to get the crucial information in upfront.

Write out what you want to say and then time it out using a stopwatch or the timer on your phone. When you have a script that you're happy with, practice it in front of a mirror, in front of your family, and the camera.

For example:

COMMUNITY-BASED ORGANIZATION STAFF EXAMPLE

Hello, my name is [] and I work at []. We recognize that COVID-19 has presented many challenges and we want you to know that we're here to support you in every way possible. Our organization is proud to partner with San Mateo County to spread the word on rental relief assistance as part of the response to COVID-19. If you are a renter or property owner who has been impacted by COVID-19, you could qualify for rental assistance right now! Help is available for renters and property owners who need help paying past due rent, upcoming rent, OR utilities. Visit [HousingIsKey.com](https://www.HousingIsKey.com) or call 833-430-2122, toll free for help now!

PERSONAL TESTIMONIAL EXAMPLE

Hello, my name is [] and I've lived in [] my whole life. During the pandemic, I lost my full-time job. I owe 6 months of rent. For this reason, I applied for California's Housing is Key Rental Relief Program. I am so thankful that this program exists to help people like myself. If you are a renter or property owner who has been impacted by COVID-19, you could qualify too! Now is not the time to give up. Visit [HousingIsKey.com](https://www.HousingIsKey.com) or call 833-430-2122, toll free for help now!

Tip 2: Record the video on your computer or smartphone

If you are able, you might decide to have someone else record the video of you on a smartphone or camera. If this is not possible, there are many ways to record this yourself. Especially now, viewers are used to seeing 'selfie' videos where people record themselves directly talking into the camera on their phones. If you'd like to record on your computer, check out this [blog](#) about the best ways to record on a variety of different operating systems.

Tip 3: Take as many takes as you need!

These videos will be posted directly on social media, and our production team will not be editing different takes together. If you mess up, that's totally okay (no one is perfect on take 1!) but please keep recording until you have a full video that you like and only send that one to us.

Tip 4: Choose your location and setup.

When creating a video yourself, it's best to be authentic and direct. If the noise is minimal and it is safe to do so following social distancing protocol, pick an area outside. Make sure you are in a quiet area with no wind and very little ambient noise. If outside isn't an option, a kitchen table or informal living room works well.

If you are outside – direct sunlight on you should be avoided. It will make the image look very harsh. A “gentle light” such as the light you see on a somewhat foggy day is flattering. In general you will find

the best light early in the morning or right before or after sunset. The middle of the day usually has the most difficult lighting.

Set-up tips:

- Use **horizontal orientation** (holding your camera vertically makes it a bit more challenging to edit)
- To avoid a shaky video, try using a self-timer function on your camera to begin recording
- Speak clearly and enunciate your words. Don't feel the need to rush through your message!
- Try to keep videos under 1 minute



Do a few takes to check the lighting and sound. If you aren't happy with how you look or the background, change it. Look directly into the camera (either on your computer or with someone else filming) not at the person behind the camera who may be helping you, and speak as if you were having a conversation with a friend or family member (because you are). Straight to camera is best.

Tip 5: A note on dressing/attire

The rules for online video are the same for TV: wear a solid colored shirt or blouse – light blue works for many people – and steer away from patterns, especially in loud colors. You want to look like yourself – wear something that makes you comfortable!

Section 2: Talking Points for Resident Videos

First of all, thank you so much for taking the time to amplify this important messaging in your community! We've included a few talking points below to help you as you are recording this video on your computer or a smartphone.

Rental Relief Program

- Free financial assistance is available to renters and property owners who need help with unpaid or future rent or utilities.
- Property owners and renters are both encouraged to apply.
- Income-eligible applicants may qualify regardless of immigration status and will not be required to show proof of citizenship.
- All applicant information is kept private and will not be shared.
- Applications will be accepted on an ongoing basis.
- Learn more about COVID-19 rent relief:
 - Visit [HousingKey.com](https://www.housingkey.com) OR
 - Call 833-430-2122, toll free OR
 - Text "RENT" to 211-211

Your Experiences

- Explain why you applied or will apply for the Rental Relief Program, and why it is important to you.