



#MyBirminghamStory



Guidance for video submissions

The #MyBirminghamStory campaign asks young people and adults to **share a story** about their connection to the city of Birmingham.

Stories need to be submitted by Friday 22 March, 2024.

Stories can be submitted as written documents, or short films. This document provides guidance on making and sharing a short film.

Scripting

We recommend that your Birmingham story should contain four short sections:

- **Background** – who are you, and what is your connection to Birmingham?
- **Specific place** – describe a specific place in Birmingham that holds personal significance to you, and explain why.
- **Event story** – describe a particular day or moment that demonstrates why Birmingham is important to you.
- **Reflections** – summarise your thoughts on Birmingham today, and why you chose to share a story for the campaign.

We have created a worksheet to support scripting a story, which is available at literacytrust.org.uk/communities/birmingham/

Remember to say your name and the hashtag #MyBirminghamStory in your video!

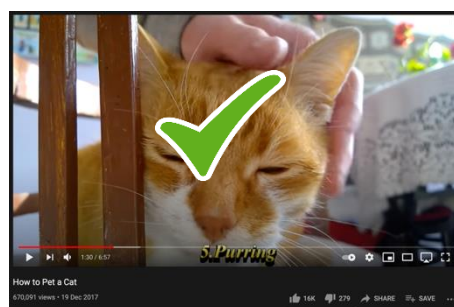
Finding a camera

There is no need to use a fancy camera for #MyBirminghamStory (unless you'd like to!) A standard phone camera will be absolutely fine.

If you would like to participate but don't have access to a camera phone, email birmingham@literacytrust.org.uk and we will lend you one.

Basic video specs

- We recommend you create a video of between one and three minutes in length.
- Film yourself using a **landscape orientation** (see pictures below)!



- Choose a quiet room/outside with a neutral background and good lightning (preferably natural daylight) to film or record audio.
- Speak as slowly and clearly as you can.

More than a talking head: using basic editing

In previous years, all #MyBirminghamStory videos have been 'talking heads' – showing people talking to camera from start to finish.

This year, we would like to encourage participants to go beyond this format.

Turning your camera outwards

One option we recommend is to:

- Record your story as audio (try to do this in a quiet room with soft furnishings, carpet, curtains, sofa etc)
- Film some short bits of footage around Birmingham which help to tell your story visually

- Stitch your videos together, and then overlaying the audio using basic editing software (see below for suggested apps)

More ambitious videos

If you are interested in filmmaking – and would like to do something even more ambitious with your #MyBirminghamStory video: please go ahead!

We would be delighted to see your creativity in action, and can promise your video will be profiled on the National Literacy Trust – Birmingham website and our social media channels.

Basic editing – suggested apps

Stitching videos together, and overlaying audio, can all be achieved using free video editing apps. See some examples below:

- TikTok
- YouTube
- iMovie (for iPhones and Apple products)
- CapCut (for Android phones)

Media consent

Before submitting your video, you will need to fill in a media consent form – to confirm you are happy for us to share the video on our website, social media and with partner organisations.

If you are aged under 16, a parent or guardian will need to fill in this form on your behalf. Forms are available on our website.

Submission

#MyBirminghamStory films need to be submitted by Friday 22 March, 2024 to ensure they feature on our website page and social media.

A note on large files

Often video files are too big to send over email directly, so first you will need to upload it to [WeTransfer](#) (it's free), to do this:

1. Click the link above
2. Drag your video over to the we transfer site
3. Type your email and then ours: birmingham@literacytrust.org.uk
4. Click Transfer

You can always upload your video to social media and tag us on [Instagram](#), [Facebook](#) or [X](#).

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