

PSRW: Employee Highlight Videos

PSRW Objective for 2021

This Public Service Recognition Week we use the theme #GovPossible to showcase the accomplishments and impacts of public employees across federal, state, and local governments. Videos will be helpful in raising awareness of PSRW and the work of our dedicated civil servants.

What:

Option 1: A highlight on the work an **individual** does -- a public servant talks about their work and its impact.

Option 2: A conversation between two public servants who have work that overlaps in some way. This could include a conversation between someone in headquarters and someone in the field, or even a Fed/non-fed conversation.

Create:

Option 1: Record a **30-60 second** video of each public servant talking about their work and its impact

Option 2: Highlight **two** public servants at a time (longer form conversation: **2-3 minutes**)

- A federal employee from an agency and a state or local employee
- Two federal employees, one working at agency headquarters and the second working in the field

Both participants will discuss how their individual work relates across different levels of government, the impact of their efforts, and how they are working towards a common goal.

Guidelines for Sharing:

Please share the recorded videos on social media platforms (LinkedIn, Twitter, Facebook etc.) during PSRW and for the month of May using **#GovPossible**. Videos can also be shared on your agency websites or other platforms. Notify the Performance.gov team when you plan to share your video and we will amplify your post.



Script Talking Points

Option 1: Individual Videos

- Introduce yourself:
 - Name and government organization
 - Mention that the video is created for Public Service Recognition Week!
- Tell the world about your work! In a few sentences describe what **YOU** do on a daily basis that makes the everyday **#GovPossible!** Even the smallest thing can have a great **impact**.
 - Examples: improving traffic patterns, helping small businesses stay afloat in the pandemic, assisting your community with virtual education equality, etc.

Example video script A:

Hi! I'm Harry Potter, coordinator for the Chattanooga, Tennessee County Education Department. This year I led a small team focused on ensuring children around the county had access to high speed internet so they could continue their studies remotely and not fall behind. We also worked closely with schools to have breakfast available for children who normally receive a free meal. No matter what, all children across our county were able to eat and learn despite the global pandemic on our doorstep. I am so proud of our team. Despite the challenges of this past year, we made the everyday #GovPossible for the children in our community. This Public Service Recognition Week, I thank all public servants in Chattanooga, Tennessee for keeping things running smoothly this year. We did this together! Thank you from the bottom of my heart.

Example video script B:

Hi there! This is Hermione Granger from the Internal Revenue Service. This year I focused on getting those stimulus checks into your bank account as fast as possible. The moment the checks were approved, my colleagues and I hit the ground to get that money to you quickly! We hope it helped you in these difficult times! Here at the IRS we are getting funds to you because that is our #GovPossible.

Option 2: Conversations

This should feel like a natural conversation between two peers.

- Introductions:
 - Each participant introduces themselves (name and agency, etc.)
 - Mention this video is created for Public Service Recognition Week
- Two public servants have a conversation about how their individual work is related across different levels of government. Topics to touch upon:
 - Briefly describe what each person does in their organization
 - Discuss how each person's work is related/similar



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- Discuss the common goal the two participants are working towards (ex: easier access to education for all)
- Explain the impact of this work as seen from the perspective of each employee (ex: employee one may be working on education at a federal level and employee two could see the impact on the state level)
- Show how the work of both individuals is making something #GovPossible across the different levels of government

Example Scenario: Two people (one federal & state or local employee) both working to prevent homelessness talk about their work. The federal employee disburses grants to local Continuums of Care and the local public servant works in a shelter. Both of them do meaningful work that helps get people off the streets.



Video Production Guidelines & Best Practices

Length

- Final Video Length
 - Option 1 (individual videos), 30-60 seconds
 - Option 2 (employee conversations), 2-3 minutes

Video Participants

- Option 1: one person talking to the camera
- Option 2: a two-way conversation recorded via Skype or Zoom (interview style)

Location & Background

- Ensure that your filming location is in a quiet space with little ambient noise.
- To avoid distraction, solid color walls are ideal. Backgrounds with bookshelves are also fine. Try to limit objects in your background.

Lighting

- Set up your space in a room with natural light, setting your computer/smartdevice between you and the light source.
- Make sure there are no shadows on your face.

Recording Orientation

- Set your computer on top of a flat surface so the camera is at your eye level and about an arm's length away from you.
- If using a smartphone, try to use a tripod or prop your phone on a steady surface.
- If you're filming on a phone or tablet, please turn your device to landscape orientation.
- When reading the script, try to keep the lines you are reading as close to the top of the screen as possible to make it look like you are focusing directly on the camera.

Framing & Audio

- Capture as much of your head and shoulders in the shot as possible.
- Speak loudly and clearly.
- Speak slowly and succinctly. After each sentence, pause for one second. This helps in the editing process.
- Avoid background noise such as television, radios, or outdoor noise.

Clothing

- Solid colors work best. Avoid patterns and logos.



Record Start/End

- After hitting record, wait five seconds before speaking.
- After you finish speaking, maintain eye contact and wait five seconds before ending the recording.

Logo Placement:

- All videos should use the provided PSRW #GovPossible graphics, either at the start or ending of the video.

People First Language & 508 Compliance:

- Please add captions to your videos before they are publicly shared to meet accessibility requirements.
- Please use people-first language. This means you say “a person who is experiencing homelessness” rather than “a homeless person.”

*Do you have questions about information in this document? Please contact **Andrea Ton** at pgovsupport@gsa.gov.*

