

Masked & Mighty Coalition

Public Service Announcement Project

YOU are invited to send in a 30-second video about why you are Masked & Mighty!

The Masked & Mighty Coalition is creating a series of public service announcements (PSAs) to encourage residents of Santa Barbara County to follow safety guidelines to reduce the COVID-19 infection rate. In light of our new online environment, we are producing the PSAs virtually, by asking community members to record their messages on a mobile device and send them to us to be shared as part of the campaign.

Following are some suggested scripts. Please review the **self-tape guidelines below**. The only rules for this are that your 30-second (or so) message needs to be **positive and not political**. **DUE DATE: Friday, October 29.**

Script Ideas - feel free to use these ideas or come up with your own messages about why you wear your mask and want others to, too.

“I am NAME, ORGANIZATION. I am masked and mighty **for my family** --- and for yours! If we all follow the safety guidelines, we will get back to work and kids will get back to school faster. This means we all have to work together. Let’s do this for each other.”

“My name is NAME, ORGANIZATION. I wear a mask to keep myself well. **I can’t afford to get sick** and miss work. Even a few weeks out of work would create financial problems for me and my family. If everyone wears a mask, we will all be more protected from COVID-19.”

“Hello! I’m NAME, ORGANIZATION. I wear a mask because I want to protect myself, and **set a good example for others** so they will wear their masks too. If we all wear our masks and stay socially distanced, everyone is less likely to get ill.”

“I am Name, Organization. I am masked and mighty every day **to keep my friends and neighbors safe**. I have learned that my mask protects others from any infection I may have and not even know it. I do this for my local grocery store workers, fellow shoppers, family, and friends. I hope you will too!”

“Hello. My name is NAME, ORGANIZATION. I wear my mask, wash my hands, and maintain social distancing **to help protect the most vulnerable people in or communities** – including the elderly and those who have health conditions that put them at higher risk. Join me in protecting people who need that extra layer of protection.”

“My name is NAME, ORGANIZATION. There are so many challenges that come with COVID, but I have found that – **wearing a mask? It is so easy**. Wearing a mask is a small thing that makes a big difference. If we all do this one easy thing, we are all safer.”

“My name is NAME, ORGANIZATION. Anyone who knows me knows **I love to be creative and express myself**. Looking on the bright side, wearing a mask is one way I can wear fun colors and patterns – all while protecting my loved ones. I know COVID has come with many challenges, but I choose to find the silver lining. Pick your favorite mask and wear it with pride, knowing you are doing a good thing to protect others.”

“I’m NAME, ORGANIZATION. Every time I put on my mask, **I think of the healthcare workers and first responders** who come into contact with things like COVID every day. Even if you never come into direct contact with a hospital worker or first responder, your mask shows them you care. You are keeping them safe by limiting the spread of illness in your community. Thank you!”

“I am NAME, ORGANIZATION. I wear my mask because the more people wear masks, the fewer cases of COVID there will be. When we have fewer cases, we can get back to doing the things that make our lives healthy and productive, like **going back to work and having our kids go back to school**. This will also give us better access to the services we rely on, which is good for our neighbors and our economy overall.”

“My name is NAME, ORGANIZATION. I wear my mask every day **because I’m ready to get back to my normal life**, which was fun! The more we wear masks, the sooner we will be able to do things like visit friends, go to movies, travel, and support our local restaurants. I wear my mask to show support for all the good times ahead – and I hope they are here soon!”

“I am NAME, ORGANIZATION. I feel like going out in public in my mask helps send a message to others that this is easy and **we can all do this for each other**. It felt a little odd at first, but now it makes me feel good knowing that I’m doing this for a good reason - to help protect others.”

“I’m NAME, ORGANIZATION. I’m a mom of two elementary school kids. I never expected my kids to be so eager to go back to school! If we all follow the safety guidelines, like wearing a mask, social distancing, and washing our hands more frequently, **we can get back to work and school sooner**. Let’s do this!”

We could encourage people to post their PSA on social media and include a message like this:

What’s your reason for being Masked & Mighty? Show your support for mask wearing by sharing it with a photo of you in your mask publicly on social media. When you use these hashtags – #### -- the Masked & Mighty Coalition will share your post to help raise awareness of the importance of wearing a mask. Thanks for your support.

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Self-Tape Guidelines

SETTING UP YOUR SHOT

1. Turn your camera horizontal.
2. Place your camera at eye level.
3. Make sure your entire face fits in the frame:



4. **Make sure your face is well lit** so we can see you clearly.
5. **Make sure you have a clutter free background.** You don't have to be up against a wall, but a little depth like the shot above would be great.
6. **Quiet location is a must!** If you are filming in your backyard, please make sure there is no road noise, gardening noise, or anything else to distract from your video.
7. **Start with your mask on.** We really need to reinforce the message about wearing masks.

RECORDING

1. **Press record on your device.**
2. **WAIT A FULL 3 SECONDS looking directly into the camera with your mask on.** This gives us plenty of room to edit around your video.
3. **Begin your video looking directly into the camera with your MASK ON.** Try not to look around the room, we want it to feel like you are speaking directly to your audience. **Please remove your mask right before you start talking.**
4. **Mistake? Start again.** Because of the nature of the video, we would like a full take if you have a mistake and you don't want to be shown.
5. **Finished? WAIT A FULL 3 SECONDS looking directly into the camera.** This gives us plenty of room to edit around your video.

SENDING IN YOUR VIDEO

1. **FULL RESOLUTION** is extremely important!
2. **Send the full file via text to Jill Fonte's cell phone at (805)453-4857 or email at jfonte@sansumclinic.org.** Please include in the text your name, title and organization.