



## Kickoff / Program Intro: Video Guidelines and Script

1. Watch [this Explainer Video!](#)

2. Use a Professional Videographer/Internal Media Team *if possible*.

### 3. Recording on Your Own

- **Camera Setup:**
  - Use a phone or camera that supports **4K resolution**.
  - Mount your device on a **tripod** for stability.
  - Record in **horizontal (landscape) mode**.
  - If 4K isn't available, record in **HD (1080p preferred)** — check your device's settings.

### 4. Laptop/Zoom Recordings

- If you must use Zoom to blur the background:
  - Record in **720p HD** at minimum (this is the lowest resolution we can accept).
  - Note that Zoom often results in lower video and audio quality.
- Use your laptop computer to record directly to the MarketScale platform using Prompt 2 [HERE](#)

### 5. Audio Quality

- Use an **external microphone** if you have one available.
- Good audio quality is just as important as good video quality.

### 6. Script Tips and Tricks

- **The category headers should not be read aloud** (Intro, Take-Everywhere Literacy Packs, etc. - they're for organization only)
- **Speak directly to the camera when the visual says "Speaker Onscreen."** You can speak to the camera the entire script if you'd like, but it is not required. When you're offscreen you're free to look down and read the script if you prefer.
- **Multiple takes are ok!** Please try to get each row of the script recorded in a single take (so we don't have to cut in the middle of a sentence) but you can do multiple tries per row.

### 7. Sharing Your Video

- **Logo:** Send your **high-resolution logo** (if you haven't already) to your CSM.
- **Names:** Speaker name(s) and title(s)
- **Video:** Share your **raw video file** to your CSM:
  - Use services like **Google Drive, Box, Dropbox, OneDrive, or Vimeo**.
  - You can also email the video if it's not too large — splitting it into two parts is fine.
  - Upload your footage to MarketScale using Prompt 1 [HERE](#)



# Just Right Reader

Script - ENGLISH	Visual
<b>Intro</b>	
Hello families! I'm Superintendent [Enter Speaker(s) Name].	Speaker Onscreen Name/Title graphic
I am so excited to share how, together, we can support your child to become a stronger, more confident reader.	
There's a lot of research about the Science of Reading, and the best thing you can do with your child at home is read together! Encourage your child to read a little each day, especially while on break. This will help prevent learning loss and accelerate their growth.	
<b>Take-Everywhere Literacy Packs</b>	
Your child has been given a pack of Just Right Reader decodable books <i>just for them</i> .	
When learning how to read, your child needs lots of practice.	
Every time your child reads one of their Just Right Reader books, they are strengthening their phonics skills and accelerating their reading achievement.	
These books were specially chosen for your child. They're fun, colorful, and tell	Speaker Offscreen



# Just Right Reader

stories that get kids excited to read and keep reading	
<b>Videos</b>	
Plus, every book comes with a short and fun video that teaches a phonics skill. Just scan the QR code on the front of the book to watch the video in English, Spanish, or many other languages.	
<b>High Five Reading Practice</b>	
Each time your child reads a book, color in the high five reading practice on the back of the book. The more they read, the stronger their phonics skills will become!	
<b>Backpacks</b>	
Have your child keep their Just Right Reader backpack full of books and bring the power of reading everywhere they go!	
When you're waiting in line, on the bus, at the park, before bed... [This can be customized to suit activities in your specific community] Every bit of reading counts.	
<b>Outro</b>	
We can't wait to hear about your child's favorite books! Happy reading!	Speaker Onscreen



# Just Right Reader

Script - SPANISH	Visual
<b>Intro</b>	
¡Hola familias! Soy Superintendente [nombre].	Speaker Onscreen Name/Title graphic
Estoy muy emocionado de compartir cómo, juntos, podemos ayudar a su hijo a convertirse en un lector fuerte y seguro este año escolar.	Speaker Onscreen
Hay mucha investigación sobre la ciencia de la lectura y ¡lo mejor que puede hacer con su hijo es leer juntos! Anime a su hijo a leer un poco cada día, especialmente durante las vacaciones. Esto ayudará a prevenir la pérdida de aprendizaje y acelerará su desarrollo.	
<b>Take-Everywhere Literacy Packs</b>	
A su hijo le han entregado un paquete de libros decodificables de Just Right Reader, <i>perfecto para él.</i>	
Para aprender a leer, su hijo necesita mucha práctica.	
Cada vez que su hijo lee uno de sus libros de Just Right Reader, fortalece sus habilidades fonéticas y acelera sus logros en lectura.	
Estos libros fueron elegidos especialmente para su hijo. Son divertidos, coloridos y cuentan historias emocionantes que mantendrán a su hijo leyendo.	Speaker Offscreen



# Just Right Reader

Videos	
Cada libro viene con un vídeo breve y divertido que enseña una destreza fonética. Simplemente escanee el código QR que se encuentra en la contraportada del libro para ver el video en inglés, en español, o en muchos otros idiomas.	Speaker Onscreen
High Five Reading Practice	
Cada vez que su hijo lea un libro, coloree la práctica de lectura «choca esos cinco» en la contraportada del libro. Cuanto más lean, más fortalecerán sus habilidades fonéticas.	
Backpacks	
¡Pídale a su hijo que mantenga su mochila de Just Right Reader llena de libros y lleve el poder de la lectura a donde quiera que vaya!	
Cuando están esperando en una fila, en el autobús, en el parque, o antes de dormir... [Puede adaptarse a las actividades de su comunidad].] Cada momento leyendo cuenta.	
Outro	
Estamos emocionados de saber sobre el libro favorito de su hijo. ¡¡Disfruta leyendo!!	Speaker Onscreen