



50 SECOND SHOUT OUTS

Video Submission Guidelines

The Psoriasis Shout Out® aims to raise awareness of psoriasis by bringing patients, researchers, healthcare professionals and the public together. Its overarching message is that it is possible to live well with psoriasis.

To mark the 50th anniversary of the Psoriasis Association we are running an audio project called 50 Second Shout Outs. We will record 50 second snippets of people's thoughts about living with psoriasis, which will then be shared in a variety of ways – including on social media and in mini-podcasts.

We want to share experiences, bust myths and let people know what life with psoriasis is really like, so we'd like you to get involved and record your own 50 Second Shout Out. You may wish to talk about how psoriasis impacts your daily life, or how you felt when you were first diagnosed. You could tell us what you do to live well with psoriasis, what psoriasis means to you, or perhaps share your experience of participating in a psoriasis research project.

The following is a guide for smartphone video submissions for 50 Second Shout Outs.

Filming your 50 Second Shout Out

Getting ready

- You will need: a smart phone with a camera, and a watch or timer to count your 50 seconds.
- When you are ready to record, find a quiet space with no background noise. We recommend recording indoors.
- Think about the background before you record, and whether there is anyone else who might end up in the recording (either intentionally or unintentionally!). Natural light is best, but if you need to, switch on lights to make sure your film is clear.
- You don't need a tripod to position your phone - you could rest it on a stack of books or anything you have to hand, or just hold it out at arm's length, selfie-style!
- It's a good idea to make a few test recordings to check the volume level and to make sure there is adequate lighting. Play back your recording to check that it is overly loud so it distorts, and your voice is clear.
- Speaking off-script straight from memory always sounds more authentic so try this first. If you are not confident with this, try writing down some words first and then recording.
- Once you are happy that your recording will be clear and you have chosen your theme, you are ready to go!

Recording

- Whether you are filming just one 50 Second Shout Out or a few, please make each one an individual recording (i.e. don't record several 50 seconds in one go). Make sure you start each recording by clearly stating your name, then leaving a five second gap before beginning your 50 Second Shout Out. This ensures we can easily keep track of who has sent us which video file. We won't keep this part in the final recording, but we will use your first name in conjunction with your recording e.g. 'Sarah shares her thoughts on how psoriasis impacts her life...' unless you specifically ask us not to.
- Set your timer and talk for 50 Seconds. You might need a few attempts to get the timing right, or to feel comfortable with what you want to say. You can take as much time as you need to make sure you're happy with your 50 Second Shout Out.
- Once you are happy with your recording, make sure to save it. Some apps will give you the option to give your audio recording a file name. If you are able to do this, it would be helpful if you could use your own name as the file name.

Submitting your 50 Second Shout Out

Sending us your recording

- Many smart phones allow you to share your recording straight from the camera or photos app. Often you can do this by selecting the recording and then selecting the share option/button. You should then be able to share by email.
- Please put **50 Second Shout Out Recording** as your email subject, then email to: susannah.williams@mft.nhs.uk, including your name in the body of the email. If you have recorded multiple 50 Second Shout Outs, you may need to send them in more than one email.
- You also need to send in your completed and signed permission form, otherwise we won't be able to use your 50 Second Shout Out. You can include this in the original email, or send it in a separate email.
- That's it! Your 50 Second Shout Out has been submitted!

50 Second Shout Out Checklist

- Use a smart phone with a voice recorder app
- Find a quiet location to record
- Check the volume and light level by doing a test recording
- Say your name at the beginning of the recording, then wait for 5 seconds before you start
- Make sure you are happy with your 50 Second Shout Out
- Save your 50 Second Shout Out, including your name in the file name if possible
- Email your 50 Second Shout Out to susannah.williams@mft.nhs.uk
- Make sure to also send in your completed and signed permission form (a form is needed for anyone who appears in the film)

Thank you for taking part in the 50 Second Shout Out Project