



Here, we highlight some basic guidelines for video contributions in celebration of Black in Natural History Museums week.

Content

1. The content of the video should focus on the collections, opportunities or activities of the museum OR the contributions of a Black professional(s) (past or present) in the museum.
2. Some ideas: Behind the scenes tours of collections showing the breadth of specimens; highlighting your favorite specimens in the collections; show specimens that have contributed to major research from the museum; show specimens that came from your favorite expedition or field site; talk about how Black people have contributed to the collections (be open-minded about what contributions are: this can range from students, postdocs, researchers, collections managers, curators, collaborators, the people that facilitate your work through administrative, maintenance, custodial and service roles); has slavery, plantation money, etc contributed to the land, establishment, founding or funding of the museum and collections? What is the museum doing to rectify that history?; highlight effective outreach from the museum, how is the museum actively contributing to broadening participation through public engagement and professional roles in the museum.
3. When putting the video together, it is important to keep in mind that this is for Black in Natural History museums week; how can your content contribute to the spirit of the celebration?
4. For examples, please see our YouTube channel with contributions from last year's event

Quality

5. If you have a smart phone, you can probably make a good quality video. A good editing tool is iMovie available free with most apple products. If you do not have access to iMovie, a few free editing software options are: veed.io or canva.com. Keep in mind that these have limited options, but they are probably sufficient for making a short

educational video! If editing a video is not accessible, we are also happy to take raw footage and edit it for you if you submit it to use at least 4 weeks in advance of the event, to be included in this year's content.

6. Bust out those ring lights. Make sure the lighting is good, you don't want to spend so much time filming and your viewers can't see anything! Try taking short test clips and previewing to see if things are easily visible.
7. Audio. Like the video, you want to make sure the sound is picked up and will be reasonably audible for viewers. A good option is to use headphones (the Bluetooth ones are a good option for video recording). Also consider including subtitles for viewers that are hearing impaired. As with video, you may want to test the sound quality of the device you are using to record before shooting an entire video. If you have trouble with the audio and don't have access to microphones, fear not! Consider doing voice over for B-roll.
8. For further accessibility, please submit a summary and alt text describing the content of your video for the visually impaired.
9. For examples of previously submitted videos, visit our [YouTube channel](#).