



# Suggestions for Making a Winning Read Live School of the Year Video

## General Suggestions

- **Use engaging visuals**
  - Students using Read Live
  - Smiling students showing off their achievements
  - [Sticker sheets](#), [progress graphs](#), [student surveys](#), [certificates](#), [crossword puzzles](#), or [story title scrambles](#)
  - Shots of the reading lab
- **Include testimonials. The following questions make good prompts.**
  - Students
    - *What are some of your favorite things about Read Live?*
    - *Would you recommend Read Live to other students?*
    - *What are you most proud of since working in Read Live?*
    - *What's your favorite story so far and why?*
    - *What's something interesting that you've learned from a story in Read Live?*
  - Teachers
    - *How long have you been using Read Live? What has your experience been like?*
    - *Which Read Live programs do you use with your students?*
    - *What are your favorite features of Read Live?*
    - *Who would you recommend Read Live to?*
    - *How has Read Live helped you differentiate instruction?*
    - *How does Read Live help you meet the needs of your students?*
    - *Describe your reading lab (room, devices, expectations, students, etc.)*
    - *What tips do you have for teachers who are new to the program?*
    - *How do you motivate your students?*
  - Parents
    - *How have you seen your child grow in their reading skills?*
    - *What has your child told you about using Read Live?*
- **Share a story**
  - Tell us about your school and what makes it unique
  - Explain your school's history with Read Naturally
  - Give background on your students' needs and how your school uses Read Live to address them (programs, schedule, grade levels, learning differences, etc.)
  - Share experiences of individual students who have overcome challenges
  - Tell us what it would mean for your school to be the Read Live School of the Year
- **Address a variety of topics**
  - Program features your school uses
  - How multiple platforms (Read Naturally Live, Word Warm-ups Live, One Minute Reader

Live, Read Naturally Live—Español) help differentiate instruction

- Your experience with progress monitoring/student growth
- Your customer service & training experience
- How you enhance the program

## Have privacy concerns?

We provide a [release form](#) if you use identifying photos or videos of your students. If you can't use identifying information, you can still create a winning video. Here are some tips:

- Take footage of your reading lab when it's empty, or simply avoid filming students' faces
- Use footage or pictures of [sticker sheets](#), [progress graphs](#), [student surveys](#), [certificates](#), [crossword puzzles](#), or [story title scrambles](#)
- Blur faces and/or names (or ask us to!)
- Use audio-only or typed testimonials
- Try screen-recording with a voiceover



## Not confident about creating and editing a video?

Here are some useful video creation tools:

- iMovie – [Tutorial](#)
- Windows Movie Maker – [Tutorial](#)
- WeVideo – [Tutorial](#)
- Screencastify – [Tutorial](#)



## Additional Fun Ideas/Tips:

- Use a [storyboard or outline](#) to prepare
- Film in small segments to make it easier to edit
- Prioritize clear audio for interviews (limit background noise and hold the microphone as close to the subject as possible)
- Use plenty of light (use a ring light, a screen flashlight app, or a window)
- Record in landscape mode
- If you're using your phone, use the back camera rather than the front camera for higher quality
- Try making a timelapse of your reading lab session
- If you're nervous about speaking, try using a teleprompter app
- Use simple transitions and background music
- Cut out awkward pauses and transitions
- Add subtitles or a video transcription

