

# HELLO, CENTRAL ILLINOIS!

## A “How To” Guide

So, you want to be on CI Living, promoting your town or local activity? Our new program, “Hello, Central Illinois!” offers you the chance to do that without leaving your community!

Using your iPhone or Android device, just record your greeting and post it to our Facebook Page, ciLiving.TV! Find the person with the steadiest hands around to hold your phone while shooting! Keep the sun or lighting source behind your camera and shooter. Also, please keep the announcement to under 7 seconds.

### Formatting:

We strongly recommend having ONE person introduce themselves and the group they represent. Shoot from NO more than 5 feet away from the camera, otherwise, we may not be able to hear what you say! If there is more than one person on camera, have them behind the on-camera speaker. When the “introduction” is done, the group closes with “Hello, Central Illinois!” cheers and waves.

### Here are two excellent examples of well executed "Hello Central Illinois!"

First Fruits Homestead: <http://bit.ly/2FwFt2T>

Champaign County AMBUCS: [https://www.youtube.com/watch?v=r5eC\\_jDEpzs](https://www.youtube.com/watch?v=r5eC_jDEpzs)

**Introduction (one person):** “Hello, I am Roger Adams, President of the Champaign County AMBUCS. Join

us for our Cash Bash on March 10th!”

Close (everyone else at once): “Hello Central Illinois!”

### Important Tips for Shooting:

- Shoot in landscape mode, not vertical. We will not be able to use anything shot otherwise.
- Since we’re using Facebook, we will view and approve your video before it appears on line.
- We will send you a confirming email and give you the air date assuming your video meets the above requirements. We cannot stress enough to send us your submissions as far in advance as you can if your “Hello” is date specific.