



VOICES of #STATEHOOD4PR

Project Guide

June 2022

Welcome

Thank you for your willingness to participate in the "Voices of #Statehood4PR" project. Our objective is to capture your personal story as a Puerto Rico statehood advocate and why you support this movement in your own words. The PR51st team is collecting these testimonial videos to produce a series of short videos that can be shared with our subscribers and social media platforms to spread the message of statehood. Our hope is that you also share it on your personal and professional networks to expand our reach.

This campaign will showcase real faces and voices of the Puerto Rico statehood movement and its diversity. Our hope is that by sharing your testimonial video about why you believe in statehood it will help us humanize the cause, reach new audiences and inspire others to take action and join the movement.

The following guide presents the goals of the video, potential topics and questions that can help you develop your narrative as well as tips for how to produce quality video content that is sharable.

Objective

Our main goal is to appeal to the humanity of our audience, we believe that these personal stories and testimonials can have a strong impact and help connect people to the movement on a more personal level, thus inspiring them to support and get more involved. So before getting in front of the camera, please take a moment to think about who you are trying to speak to as well as the tone and feeling of the message you want to convey.

Audience

The audience PR51st is working to build are people stateside that don't know much about Puerto Rico statehood but can become supporters, and people stateside that already support Puerto Rico statehood but need to be emboldened to take action as part of our movement.

Tone & Feeling

Currently, most online video content on Puerto Rico statehood is published by news sources or political figures. With this project we want to emphasize the every day individuals that support this movement speaking from your direct and personal experience. We are looking for an honest, authentic and conversational tone. Imagine that you're speaking to a good friend or close relative when you are looking at the camera. Focus your passion on the injustice of Puerto Rico's territory status and your vision



for Puerto Rico statehood, instead of any individual or political opponent. If we express an understanding of those who oppose statehood, and leave behind combative discourse, we can build bridges that disarm resistance and allow the power and hopefulness of our message to sink in.

Ultimately, we want to connect with the viewer in a way that makes them feel resonance with our cause, outrage at the injustice of colonialism and inspiration that change is really possible if we join together to take action. So, please share your vision of how statehood for Puerto Rico can and will not only transform and empower citizens on the island, but also make *America a more perfect union*.

Topics and Questions

The topics and questions presented here are simply meant to be a starting point to get you thinking about what to talk about, please don't feel like you need to answer everything, ultimately, this is about your personal story its not something scripted or rehearsed. While we highly encourage you to start with some of the personal background, and hopefully end with a call to action, what other statehood questions or topics you choose to talk about and in what order is up to you. Ideally, your video should be between 2-3 minutes long. Keep in mind - more concise and impactful statements, are much better than longer and drawn out explanations.

Personal Background

To start the video introduce yourself and tell us about your background (where you grew up, where you live now, what you do, are you involved in any organization, any other significant things that will help the audience relate to you). Below are some sample questions that can help you organize your thoughts about key points that could be included in your conversation. Again, these are just thought starters, it's your story we want to hear.

Opposing Territory Status

- Tell us what made you first realize that Puerto Rico's territory status is unfair, unjust, unequal and or undemocratic? How did you feel?
- Tell us how you have seen and felt this impact you either personally, or in someone close to you.
- Is your main reason for opposing territory status because of economic, social, civil & political rights, or some other reason? Tell us about that.
- How does holding Puerto Rico as a territorial colony hurt America and people stateside?

Supporting Statehood

- Why do you support statehood?



- How did you become a Puerto Rico statehood supporter?
- What convinces you the most that statehood is the best choice for Puerto Rico? For America?
- How do you think America would benefit from Puerto Rico statehood?

Timeliness & Urgency

- Why is it necessary to end Puerto Rico's territory status now? Why is this urgent?
- How does this issue relate to other national issues or challenges happening today?
- Why is America ready for this change?
- Why is statehood essential for Puerto Rico's recovery and reconstruction?
- What do you think a majority "Yes" vote for statehood in the upcoming November plebiscite will mean for Puerto Rico? For America?
- How can the prospect of adding Puerto Rico as a state help America revitalize its democracy?

Significance & Values

- What will achieving equality through statehood for Puerto Rico mean to you personally?
- What will this mean for Puerto Rico?
- If you lived in Puerto Rico and moved to the states how did you experience gaining equality? How do you think giving that equality through statehood to Puerto Rico would change people's lives in the island?
- What core founding principles and American values does the Puerto Rico statehood movement represent?
- How would making Puerto Rico a state reaffirm and re-invigorate America's highest values and ideals?

Participation

- How do you feel being part of the Puerto Rico statehood movement?
- What is it like being connected to this cause and taking action to support equality through statehood?
- How is participating in the Puerto Rico statehood movement allowing you to put your values into action?
- How do you feel when you meet others that also support statehood?
- How do you feel when someone you talk to about statehood for Puerto Rico changes their perspective and becomes a supporter?



Call to Action

Ask these questions to the audience rhetorically, and then give them the answers.

- How can you get involved in the Puerto Rico statehood movement?
 - o Go to PR51st.com, join our mailing list, Follow PR51st on social media (FB, Twitter, YouTube, Instagram)
- What actions can you take right now to support Puerto Rico statehood?
 - o Contact your members of Congress on PR51st.com, donate to PR51st,
- How can you spread the word about the need to end territory status and support statehood for Puerto Rico?
 - o Talk to and invite your friends and family to join PR51st, reach out to other allies to ask them to join our movement, share PR51st content on social media

Production Tips & Considerations

Using a Smartphone or Tablet

Shoot with your camera horizontal so that your screen looks like a widescreen TV. Try to hold it steady or use a tripod. The closer you are to the phone or camera, the less shaky the video will appear, and your audio will be better too.

Using a Laptop or Desktop

Most laptops and desktops have a video camera included in the operating system. Windows has a Camera app, and Macs have Photo Booth. These tend to be user friendly, so don't be intimidated. Do a couple of practice takes, and you'll get comfortable with the program.

Backgrounds Matter

Shoot outside facing the sun so that the light brightens up your shot and isn't behind you, but be mindful of background noises (cars, birds, etc.). If you shoot inside, use a room that's well-lit with lots of natural sunlight or lighting. Ideally, there should be some light source directed toward your face. Make sure the background isn't cluttered, choose a background that represents you.

Avoid Noise

Choose a quiet room and shut down all programs and devices that make sounds. Don't forget about pets or children that could cause an interruption. Speak directly into the microphone if possible and stand as close to it as possible to get the best audio.



Frame the Shot

Put your computer's video camera at eye level. You may need to raise your laptop by placing it on a stack of books. Looking down at the camera will make your chin and neck look disproportionate to your face. Frame yourself in the middle of the screen so that there is not too much space above your head (headroom). Make sure you are looking directly at the camera, not at some other part of the computer screen. Remember to smile and relax. This is fun!

Dress for the Camera

The best clothing option for on-camera is a solid-color shirt, sweater or jacket. Choose a primary color instead of patterns or prints. Simple tones or pastel colors are better than white for the camera. Don't wear jewelry that moves and makes noise.

File Format & Resolution

When possible use an MP4 format and record at a high resolution.

Get Help

If needed, ask someone to help hold the camera or film the video for you, so you can focus on what you're communicating.

Submitting Your Video

Once you are done recording and are ready to submit your video please go to: https://www.pr51st.com/signup_interest/

Post-Submission Production & Publication

After your video is submitted, our team will work to review and edit the content as needed to produce the final version for publication. This may take us a few weeks or longer, and depending on the volume of submissions not all content submitted will be used. Once the video is published, we encourage you to share it with your friends, family and contacts.