



Candidates in Focus (CIF) offers candidates running for O‘ahu or statewide offices the opportunity to present a message up to **5 minutes** in length. Messages are consolidated into programs featured by race or contest, cablecast on television, and made accessible on the Internet before the General Election. ‘Ōlelo will be providing two options to participate:

- Virtual Remote Conference Recording** facilitated by ‘Ōlelo
- Self-Recorded Video Submission** – submit a video that you record on your own

If you already recorded or submitted a speech in the Primary and want to use the same speech for the General Election... Great! Let us know by emailing vote@olelo.org and telling us.

If you want to rerecord or resubmit your speech for the General Election... Read the instructions below on how to set a videotaping session or how to submit your video.

How much will it cost? *Candidates in Focus* is an ‘Ōlelo community service offered at no cost.

How long can my statement be? Five minutes is the maximum. You can speak for any length of time up to five minutes. Videos will not be edited, so you must be able to record your speech, start to finish, to complete a ‘take’. There will be visual countdown cues for you to keep your speech under five minutes.

What should I say? Anything you think the voters should hear about your candidacy. Due to the non-commercial nature of ‘Ōlelo programming, please refrain from asking for donations.

Can I suggest framing? No. To provide equity to all candidates in this virtual session, we have developed a guide that dictates the framing and background permitted. Please refer to the **FRAMING GUIDE** below to help you set your background and framing.

Can someone else appear on camera with or for me? No. Only the candidate may appear on camera.

What should I wear?

- Colors that look best on camera are earth tones, tans, browns, oranges and cool colors like green.
- Try to avoid wearing all white, black, red, or small busy patterns such as herringbone, checks, plaids or stripes, or fine aloha print as they can create distracting problems on camera.
- Please do not wear campaign buttons, hats or stickers during the recording. Lei are maika‘i.

When will the program air? The General Election episodes of *Candidates in Focus* will premiere October 11 on Spectrum and Hawaiian Telcom Channel 49. Airdates for each program, as well as On Demand info will be available at www.olelo.org/vote.

In addition to my Candidates in Focus message, can I submit videos for airing on ‘Ōlelo’s channels? Yes! If you have a campaign PSA or other election related content of any length, contact us at vote@olelo.org for [more information](#) and one of our six Media Services Centers (MSCs) will assist you.

Virtual Remote Conference Recording facilitated by 'Ōlelo

When will the recording sessions be held? Virtual remote recording sessions for the General will be held on **September 17, 18, 21 and 22, from 10:00am to 8:00pm.**

10:00 am	12:00 pm	2:00 pm	5:00 pm	7:00 pm
11:00 am	1:00 pm	4:00 pm	6:00 pm	8:00 pm

How do I make a reservation for a virtual recording? Email vote@olelo.org or call **237-2123** with:

- Your name and contest
- Your preferred recording day and time **with two alternate choices**
- Your email address and phone number so we can contact you to confirm or reschedule

Will I be able to reschedule for a different time if I miss my session? **Virtual recording** appointments are scheduled on a first come, first served basis. With limited days of taping, rescheduling may not be possible.

How long is the recording session? Each session is 45 minutes. **The first 15 min.** is for technical preparations and the **final 30 min.** is for recording your message. Record as many takes as you can within the 30-minute timeframe. Log on early to your appointment to take advantage of your entire session. Late starts may not allow for any extra takes.

How can I maximize the time at my recording session? Practice and polish your speech before your recording session. The 30-minute session goes by very quickly, so please ensure that your speech is under 5 minutes. **Because we are recording remotely, 'Ōlelo will not be providing a teleprompter.** Therefore, it is best to have your script or talking points memorized.

Will I be able to watch my takes? Staff will let you know how to view your takes after your virtual recording session. We will also ask you to select your preferred take and email us back your choice within 24 hours.

Will there be any paperwork to complete before the session? An electronic link to our Online CIF Confirmation form will be emailed to you. The electronic form has an electronic talent release agreement that you must submit at least 24 hours prior to when your taping session begins.

Can I get a copy? Links to your final video will be provided to you to share the program with your constituents. Upon request, a low-resolution copy can be made available after your session. An acknowledgement of 'Ōlelo must be made if sharing the video: "Candidates In Focus footage courtesy 'Ōlelo Community Media 2020".

Self-Recorded Video Submission

How do I submit my own recording for Candidates in Focus? Record your speech following the same guidelines in the FRAMING GUIDE. Once you've recorded your 5-minute message, [CLICK HERE](#) to fill out a short form and upload your video.

Will there be any paperwork to complete before I upload my video? You will need to review the release agreement and agree to the terms electronically to enable the uploading feature.

What is the deadline to submit my video? We quickly review the digital file for any audio or video issues in case we need to contact you to repair any issues or provide us another copy. As this precautionary measure takes time, we ask that you **submit your video no later than Friday, September 18.** Videos will not be accepted after this date.

FRAMING GUIDE

Set up your “framing” using these basic suggestions:

- Place your computer/camera at eye level. Eye level is a much better angle than looking down. Have books handy if you need to elevate your computer. For cameras, tripods are best.
- Make sure your room/space is extra quiet and well lit. Your face and your background should be decently, evenly lit, but most importantly your face.
- Be mindful of “headspace”. Do not have too much or too little open space above your head.
- Center your head and allow for your shoulders to be in the shot, this helps to provide space for lower title graphics.
- Remember to be comfortable, as you will likely have to maintain your framing for 5 minutes.
- Avoid having the back of your chair showing in your shot.
- Look directly at the camera lens. Whether you are recording on a computer, camera, phone, iPad, etc., direct your speech to the camera rather than to the screen so that you connect with your viewing audience.
- Speak clearly in the direction of your microphone (usually near the computer’s built in camera), and project so that your voice sounds strong and so you do not have to lean in.
- Concerning background
 - No charts, graphs, banners, or signage is permitted
 - Casual settings indoor or outdoor, or solid backgrounds are fine
 - Please keep backdrops simple and natural so that the focus is on you and your message



Framing Examples



If you choose to submit your own video rather than recording remotely with ‘Ōlelo, adhere to all the guidelines above, and make sure your media file is compatible with our technical requirements below:

VIDEO

Codec: H.264

Container: .MOV

Frame Rate: 29.97 frames per second (Not 30fps)

AUDIO

Audio Average: -12db

Audio Peak: -6db