Tips for Recording a Video:
- Tell your story in as few direct sentences as possible in no longer than 4-5mins, ideally around 3mins.
- Try to avoid saying “uhm” and “and” too much. Imagine you are telling your story to someone specific.
- Passion and emotion is so important. Allow yourself to feel your story if possible.
- Check out this great guide to storytelling by Pixar: https://www.khanacademy.org/partner-content/pixar/storytelling

Tips for Shooting:
- Natural light coming through windows is the best. Be sure to face the window. The light should not be behind you.
- Be in a space with minimal background noise.
- It’s best to use a tripod or mount the camera on a hard, stable surface.
- Wear a solid color other than white. No stripes.
- Be mindful of the background.
- Make sure you aren’t too far or too close to the camera. Ideally you are shooting from mid-chest up.
- Flip your view while you film so you can see yourself.

Guidelines for Photo Submissions:
- We ask that you consider the lighting available when taking your photos. Outside in the morning or evening is one suggestion. Use dark ink on white paper. Take the picture from the thighs or waist up, if including yourself in the photo, so we can crop it to the appropriate size.
- Keep your answer simple and WRITE BIG so we can see it. Feel free to note your state/country on the paper. Do not include any profanity or hate speech in your photo.
- If you are a professional photographer, we have no problem with you including your watermark. Just note that our little stamp will go somewhere near the top or bottom, so please remember that when you are stamping it with your own watermark.
- Please wait to share your photos on social media until after we publish them. The photos will be stamped with an IB watermark and can then be reshared or reposted.
- Please note that it will not be possible for us to use all photos.

How to Submit Photos and Videos:
- PHOTOS: Email to submissions@improvingbirth.org
- VIDEO: Email submissions@improvingbirth.org for Dropbox instructions.